

## Dentons Future of Retail Law Conference – Event Programme

### Thursday 14 June 2018

8.30am	Registration and breakfast
9.00am	<b>Dentons and Chair's welcome</b> <ul style="list-style-type: none"> <li>- <b>Jeremy Cohen, CEO, Dentons</b></li> <li>- <b>Babette Märzheuser-Wood, Head of Franchising, Dentons</b></li> <li>- <b>Nuns Moodliar, former General Counsel, Hertz International</b></li> </ul>
9.15am	<b>Future challenges for the retail industry</b> <p>We discussed the future of retail at the Dentons inaugural Future of Retail Law Conference 2017. Six months on, the retail landscape has again shifted. In this keynote Paul will share his thoughts on the main challenges faced by the retail industry.</p> <ul style="list-style-type: none"> <li>- <b>Paul Gilhooly, Director, KPMG Boxwood</b></li> </ul>
9.45am	<b>Panel: The future of marketing</b> <p>This panel will discuss the future of marketing post GDPR, in particular looking at young consumers and how they interact with marketing as well as the new rules on opt in only email marketing and cookies, social media marketing, behavioural targeting and data mining.</p> <p><i>How can retailers continue to engage with their customers?</i></p> <ul style="list-style-type: none"> <li>- <b>Nick Graham, Head of Privacy, Dentons</b></li> <li>- <b>Anna Copeman, Partner, Dentons</b></li> <li>- <b>Monica Almeida, Deputy Data Protection Officer, John Lewis</b></li> <li>- <b>Natasha Miller, Founder, Miller Libertine</b></li> </ul>
10.30am	<b>Case study: Royal Mail – how to tackle technology contracts</b> <p>This session will be based on a case study looking at the impact of technology on retail businesses. We will learn top tips for non specialist retail counsel on how to tackle technology contracts.</p> <ul style="list-style-type: none"> <li>- <b>Scott Singer, Partner, Dentons</b></li> <li>- <b>Sarah Draper, Assistant General Counsel, Royal Mail Group</b></li> </ul>
11.00am	Morning break
11.30am	<b>Breakout sessions</b> <p><b>Option 1: The future customer: consumer law update</b></p> <ul style="list-style-type: none"> <li>- <b>Nuns Moodliar former General Counsel, Hertz International</b></li> <li>- <b>Nick Harrison, Senior Associate, Dentons</b></li> </ul>

	<b>Option 2: The future of payment services and new pricing mechanisms</b>  Looking at future payment services: PayPal, Apple Pay, credit and debit card fees, PCI-DSS and of course the latest update on RPM, maximum price and RRP.  <ul style="list-style-type: none"> <li>- <b>Catriona Munro, Partner, Dentons</b></li> <li>- <b>Paul Rodgers, Chairman, Vendorcom</b></li> </ul>
	<b>Option 3: Top tips when negotiating international agreements</b>  This session will look at franchising and joint ventures as a tool for international expansion.  <ul style="list-style-type: none"> <li>- <b>Babette Märzheuser-Wood, Head of Franchising, Dentons</b></li> <li>- <b>Catherine Palmer, Legal Director, Joseph</b></li> <li>- <b>Peter Coveney, Vice President &amp; General Counsel, Godiva</b></li> </ul>
<b>12.15pm</b>	<b>Dealing with Cyber Attacks</b>  Sony had to deal with some of the largest cyber attacks in history. In 2012 and 2014 it faced two massive hacking attacks. This first was by the Anonymous group and the second from a group calling themselves the "Guardians of Peace". They locked up Sony's networks for weeks and leaked confidential data to the public. Even though both were criminal acts, Sony faced criticisms from all sides.  <ul style="list-style-type: none"> <li>- <b>Jonathan Pearl, Ex Executive Vice President, Sony</b></li> </ul>
<b>12.45pm</b>	<b>The Groupon story: Lessons for the future – dealing with explosive online growth</b>  Success is what businesses aim to achieve. What if that success exploded in unprecedented growth overnight and you were at the helm? Richard Jones previously worked for Groupon from 2010 until 2015, when it saw significant growth in the company and online sales. He will be sharing his story of dealing with and managing explosive online growth.  <ul style="list-style-type: none"> <li>- <b>Richard Jones, Chief Commercial Officer, Pixoneye</b></li> </ul>
<b>1.00pm</b>	<b>Lunch and networking</b>

2:00pm	<p><b>International track – country round tables</b></p> <p>Dedicated international track looking at key retail markets such as the US, China, Italy, France, Russia and Latin America. In this session delegates will have an opportunity to attend three round tables on three countries of their choice. We will have a total of six country round tables, with flags by market hosted by Dentons' country experts answering your questions on doing business in those markets.</p> <p>Delegates will be able to move to a new table every 15 minutes.</p> <ul style="list-style-type: none"> <li>• <b>China – Emilia Shi, Dentons, Shanghai</b></li> <li>• <b>Russia and the CIS – Vasilii Markov, Dentons, St. Petersburg</b></li> <li>• <b>France – Emmanuelle van den Broucke and Julie Caussade, Dentons, Paris</b></li> <li>• <b>Germany – Babette Märzheuser-Wood, Dentons, London</b></li> <li>• <b>Italy – Giovanni Casucci and Michele Carpagnano, Dentons, Milan</b></li> <li>• <b>Netherlands – Wendela Raas, Dentons, Amsterdam</b></li> <li>• <b>Scotland – Alan Stewart, Dentons, Edinburgh</b></li> <li>• <b>Canada – Sheldon Disenhouse, Dentons, Toronto</b></li> </ul>
3.00pm	Tea break
3.15pm	<p><b>Workshop Session: Demonstrating the value of the legal function</b></p> <p>Delivering more for less, or as it is often described - “faster, better, cheaper” - is the new normal for in-house counsel. In the context of increased accountability and scrutiny and the perennial internal competition for scarce corporate resources, how do GCs shift the conversation and focus from cost to value, and make the case for enhanced investment in the legal function in order to deliver the expected value and results?</p> <p>This interactive workshop session will support busy GCs looking to justify resources including budget, headcount and technology by helping them demonstrate the value of their legal function.</p> <p><b>Nuns Moodliar</b>, former General Counsel, Hertz International  <b>Chris Pinnington</b>, Chief Executive Officer, Nextlaw In-House Solutions  <b>Damian Taylor</b>, Marketing and Business Development Director UK and Middle East, Dentons  <b>JoAnne Wakeford</b>, Chief Client Officer, Nextlaw In-House Solutions.</p>
4.30pm	Drinks reception