



2012 Quorum Club Programme

Toronto, October 3 & 4, 2012

Wednesday October 3, 2012

Reception 5:30 for 7:00 pm (18th Floor Roof Salon – South Tower)
Park Hyatt Toronto - 4 Avenue Road (Corner of Avenue Road and Bloor Street)

Dinner and Dinner Speaker 7:00 PM

Keynote Speaker:

Chrystia Freeland

Chrystia Freeland was born in Peace River, Alberta, and studied at Harvard University, from which she received a B.A. in History and Literature. She was awarded a Rhodes Scholarship to continue her studies at St. Anthony's College, Oxford University, where she earned a Master's degree.

Chrystia Freeland serves as editor of Thomson Reuters Digital and Global Editor-At-Large of Thomson Reuters Corporation. She also serves as Reuters principal on-air pundit for other external broadcast partners. Additionally, Ms. Freeland serves as senior contributor to Reuters.com where she writes a weekly column that focuses on critical issues taking place at the intersection of business and politics. From 1999 to 2001, Ms. Freeland served as deputy editor of The Globe and Mail. Ms. Freeland is the author of *Sale of a Century: the inside story of the second Russian revolution* (2000), which details Russia's journey from communism to capitalism. Her second book: *Plutocrats: The Rise of the New Global Super-Rich and the Fall of Everyone Else* is being released this October. Freeland sits on the advisory board of the Rotman School of Management at the University of Toronto and is a board member of the Women's Refugee Commission and the Overseas Press Club of America. She has been honoured as a Young Global Leader by the World Economic Forum.

Thursday October 4, 2012

Plenary/Roundtable Discussion Sessions (including breakfast, lunch and breaks)
Park Hyatt Toronto - 4 Avenue Road (Corner of Avenue Road and Bloor Street)
All sessions to take place on the 18th Floor Roof Salon – South Tower

7:30-8:15 am Continental Breakfast

Plenary/Roundtable Sessions

The session outlines set out below will serve as themes for discussion. General Counsel participants and senior practitioners will share their experience in counselling management under the current conditions of intense pressure from public scrutiny, personal exposure, technological advances and tougher market requirements.

8:15-10:00 am – Crises, Conflicts and Career Limiting Moves

General Counsel are constantly faced with navigating through high pressure situations that test their ability to simultaneously do the right thing, advance and protect their organization's interests and advance and protect their own careers. This roundtable session will provide highlights of recent trends and developments in managing organizational duties, conflicts and ethical challenges and sets out a series of real-life/hypothetical ethical dilemma scenarios that will frame roundtable discussions of these factual issues. Attendees will select one of the following four general topic clusters:

- Clashing with superiors and other centres of influence about "the right thing to do"
- When and how to report questionable conduct without becoming collateral damage
- To whom is your paramount duty owed?
- Reconciling reputational risk management against conflicting duties [Public Company focus]

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Discussion Leaders:

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10-10:15 am Networking Break

10:15-Noon – IP Playbook for the General Counsel

Whether your industry is finance, consumer products, food and drugs, oil & gas, mining, telecommunications or services, IP issues will land on the General Counsel's desk. How do you avoid infringing another person's IP? Is the threat of IP infringement a real one? Are US companies entering the Canadian market more aggressive in amassing and enforcing their IP than their Canadian counterparts? Do Canadian companies need to ramp up their creation and protection of IP? How can IP be leveraged to generate revenues, to justify the costs of an IP program? Social media is the new world order and IP and liability issues abound. How does a GC protect the goodwill associated with the company's key brands? Do we correct misinformation that customers post on our site? On other sites? What kind of policies should a GC establish to control "stealth" use of customer and competitors' social media? Where does our monitoring of social media stop?

- Social Media - How to Manage a Successful Relationship
- Avoiding IP Infringement
- Creating, Protecting and Extracting Value from IP
- IP Landmines You Can Step On - What You Don't Know May Hurt You
- Other IP Issues that Keep GCs Awake at Night

Discussion Leaders:

Kenneth Fredeen, General Counsel & Secretary to the Board, Deloitte & Touche

Kelly Gill, Partner, Gowlings

Karen Hacker, General Counsel & Corporate Secretary, Toronto 2015 Pan-Am Games

Eileen McMahan, Partner, Torys

12-1:45 pm Lunch

Luncheon Speaker

Steve Prentice, president of Bristall Morgan Inc., a consulting firm with offices in Toronto and New York City, founded in 1994. The focus of Bristall Morgan Inc. is to develop and affirm continuous improvement practices with regard to people and their workplace technologies. Steve will speak about the changing face of practicing law in the social media age where rainmaking or business development is a key skill required from all levels. He will also discuss the state of "business development" in law. Steve just published his third book: "Is This The Day I Get Fired"

2:00-3:30 pm – General Counsel In-Camera

From the perspective of his broad background as a partner in private practice to his current executive responsibilities as General Counsel of Deloitte & Touche, **Ken Fredeen** will moderate this discussion.

While this is an in-camera opportunity for those in attendance to raise any issues they wish for discussion with their peers, some suggested topics include:

- 1) The shifting scope of the GC-Board of Directors relationship;
- 2) What is new and what is working in structuring relationships with outside counsel;
- 3) Managing the legal function within the organization and responding to stakeholder priorities.

Moderator:

Kenneth J. Fredeen

General Counsel and Secretary to the Board, Deloitte & Touche LLP.

The programme will end at approximately 3:30 pm

