

The Social Media Evolution

TRENDS, CHALLENGES & OPPORTUNITIES

Agenda

March 10th & 11th, 2014

The Ritz-Carlton – Chicago, Illinois

Monday, March 10th, 2014

1:00 pm – 1:30 pm: *Registration*

1:30 pm – 3:00 pm: **Workshop 1: Social Media Content and the Role it Plays in E-Discovery**
Sponsored by iDS



- The phenomenon of social media – and how activity is generating actionable data
- How to identify, collect and analyze data
- E-Discovery challenges for internal social media sites
- What is considered “normal course of business” by a corporate employee?
- Litigation, regulatory and compliance considerations

Speakers: *Daniel Regard, CEO, iDS*
Anthony Diana, Partner, Mayer Brown LLP

3:00 pm – 3:15 pm: *Break*

3:15 pm – 4:45 pm: **Workshop 2: Social Media Boot Camp**

Social Media: 101. A primer course covering the topics of employment, intellectual property, privacy and litigation, in preparation for more comprehensive discussions on the second day of the Conference.

Speakers: *Richard Assmus, Partner, Mayer Brown LLP*
Matthew Marmolejo, Partner, Mayer Brown LLP
Jeffrey Taft, Partner, Mayer Brown LLP
Lori Zahalka, Associate, Mayer Brown LLP

4:45 pm – 5:30 pm: *Welcome Reception*

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Tuesday, March 11th, 2014

7:30 am – 8:30 am: *Registration and Breakfast*

8:30 am: *Welcome Remarks*

8:40 am – 9:00 am: **Keynote Presentation: Where the Landmines are Buried**

Gain insight from one of the leading cyberspace and First Amendment law scholars in the US, who has been blogging since 2002 and is now blogging at the *Washington Post*.

Speaker: *Eugene Volokh, Professor of Law at UCLA School of Law*

9:00 am – 10:00 am: **Social Media in the Workplace: The Latest Challenges**

- Discharging or disciplining employees for social media activity
- Employer handbook policies restricting employees' social media use
- Employer surveillance of employees' social media activity

Speakers: *Marcia Goodman, Partner, Mayer Brown LLP*
Charles Broll, General Counsel, Nestlé Waters
Katherine Wren, Corporate Counsel, Caterpillar Inc.
Sandra Zubik, Senior Counsel – Labor & Employment and Litigation, Hillshire Brands

10:00 am – 10:15 am: *Break*

10:15 am – 11:00 am: **Crisis Mode: What Can Be Done? What Should Be Done?**

- Legal options in response to a crisis
- Case studies – the good, the bad and the ugly
- Practical evaluation of alternatives

Speakers: *Carmine Zarlenga, Partner, Mayer Brown LLP*
Cari Brunelle, Partner, Hellerman Baretz Communications
Randy Boyce, Senior VP & General Counsel, Foster Farms
Lee Soffer, Attorney, Nestlé Waters

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11:00 am – 11:45 am: Social Media for Corporate Lawyers

- Implications of Federal securities laws on the use of social media by public companies in communicating with the public
- Use of social media in disseminating corporate information and requirements of Federal securities laws
- Potential liability that may arise when companies, their employees and others share information via social media
- Social media and M&A – due diligence and communications issues

Speakers:

Eddie Best, Partner, Mayer Brown LLP

Daniel Horwood, Associate General Counsel, Corporate & Securities and

Assistant Secretary, Groupon

Christine leuter, Director of Corporate Finance, Allstate

11:45 am – 1:00 pm: Lunch

1:00 pm – 1:45 pm: The Disruptive Business Practices of Social Media – and its Litigation Risks

- What legal and business issues do companies need to focus on when developing and implementing consumer-facing social media programs
- How to reduce litigation risks
- Update on current litigation trends

Speakers:

John Nadolenco, Partner, Mayer Brown LLP

Laura Corridon, Counsel, Follett Corporation

Angela Saverice-Rohan, General Counsel & Chief Privacy Officer, Spokeo

1:45 pm – 2:45 pm: Anticipating the Risks of Government Enforcement and Private Litigation in Social Media

- What types of social media activity will lead to attention from government officials?
- What are the risks of private class action litigation including privacy class actions?
- What steps should businesses take when facing a government investigation or lawsuit arising from social media?

Speakers:

Marcus Christian, Partner, Mayer Brown LLP

Archis Parasharami, Partner, Mayer Brown LLP

Jack Halprin, Head of eDiscovery, Enterprise, Google

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2:45 pm – 3:00 pm: *Break*

3:00 pm – 3:45 pm: **In-House Responses to Social Media IP Issues: Benchmarking, Best Practices and Recent Cases**

- Comparing how corporate legal departments manage IP risk in social media
- Best practices for mitigating the IP risks
- Recent cases at the intersection of social media and IP law

Speakers: *Richard Assmus, Partner, Mayer Brown LLP*
Matthew Griffin, Senior Counsel – Enhancers & Trademark, Kraft Foods Group
Jason White, Attorney, General Motors

3:45 pm – 4:45 pm **Social Media: Can it have a Role in Internal Investigations without Ethical Sanctions against Company Counsel?**

- Courts' expansion of the privacy protections for individuals' social media communications
- How companies are faced with the reality that social media is being used to discuss relevant business communications
- Whether companies' legitimate business needs to determine if social media communications are relevant to key issues, such as ongoing litigation and internal investigations, are in line with privacy restrictions

Speakers: *Bill Michael, Partner, Mayer Brown LLP*
Michael Lackey, Partner, Mayer Brown LLP

4:45 pm – 5:00 pm: **Closing Remarks**

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