

**A DAY OF SOCIAL MEDIA:
What Every In-House Lawyer Needs to Know About Social Media
Thursday, May 22, 2014
Woodway Country Club, Darien, CT**

**Co-Chairs:
Archis Parasharami, Partner, Mayer Brown LLP
Richard Steuer, Partner, Mayer Brown LLP**

AGENDA

8:00 am – 8:20 am: Continental Breakfast & Registration

8:20 am – 8:30 am: Welcome Remarks

8:30 am – 9:20 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
Beth Citron, Director, Global Employee Relations, Tiffany & Co.
Jamila B. Jean, Assistant General Counsel, Enterprise Compliance, Thomson Reuters*

9:20 am – 10:10 am: 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:

*Rich Assmus, Partner, Mayer Brown LLP
Ann Marie Duffy, Partner, Mayer Brown LLP
Cathy Mulrow-Peattie, VP, Counsel, Worldwide Marketing and Digital Platforms, MasterCard Worldwide
Sara Freixa, Digital Brand Services, CSC Digital Brand Services*

10:10 am – 10:30 am: BREAK

10:30 am – 11:20 am: Advertising, Marketing and Social Media – Privacy & Litigation Risk

- 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?
- What legal and business issues do companies need to focus on when developing and implementing consumer-facing social media advertising campaigns?
- What litigation exposure might companies face when implementing new tracking technologies for engaging customers?

*Speakers: Archis Parasharami, Partner, Mayer Brown LLP
 Ashlin Quirk, General Counsel, Survey Sampling International LLC
 Cathy Satz, Vice President, Legal and Business Affairs, Affinion Group, Inc.
 Gerald A. Stein, Attorney, Bureau of Competition, FTC*

11:20 am – 12:10 pm: 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
 Martha D. Bailey, Associate General Counsel, JCDecaux North America*

12:10 pm – 12:30 pm: BREAK

12:30pm – 2:00 pm: LUNCH & ETHICS: 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: Michael Lackey, Partner, Mayer Brown LLP

2:00 pm – 2:20 pm: BREAK

2:20 pm – 3:10 pm: 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:

Mike Martinez, Partner, Mayer Brown LLP

Carmine Zarlenga, Partner, Mayer Brown LLP

Lynn Marvin, Director, Electronic Discovery Consulting Services, Capital Novus

3:10 pm – 4:00 pm: Practical Hypothetical Scenarios

- Aggregated review and discussion on how to manage the many issues raised by social media.

Speakers:

Archis Parasharami, Partner, Mayer Brown LLP

Lauren Freeman-Bosworth, Vice President, Deputy General Counsel, Litigation, Pitney Bowes, Inc.

Alexandra van Nes Dolger, Assistant General Counsel & Compliance Officer, FactSet Research Systems, Inc.

Randy Liebowitz, Legal Director, PepsiCo., Inc.

4:00 pm – 4:15 pm: Closing Remarks