

Social Media Revolution

BUSINESS & LITIGATION RISKS

AGENDA

March 22 & March 23, 2011
The Ritz-Carlton Chicago
Chicago, IL

Tuesday, March 22, 2011

1:00 p.m. – 1:30 p.m.

Registration

1:30 p.m. – 3:00 p.m.

Workshop I: Social Media Forensics: The Next Generation of E-Discovery and Information Governance

- Reasons for and challenges in monitoring, preserving, collecting and producing information from social media
- Strategies and forensic techniques for social media e-discovery
- What you need to know, why you need to know, and what you can do about social media

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Speakers:

Vincent Connelly, Partner, Mayer Brown LLP
Anthony Diana, Partner, Mayer Brown LLP
David Garrett, Managing Director, Stroz Friedberg
Mike McGowan, Co-Director of Digital Forensics, Stroz Friedberg

3:00 p.m. – 3:15 p.m.

BREAK

3:15 p.m. – 5:00 p.m.

Workshop II: Developing a Social Media Policy

- Why companies need a social media policy
- Best practices: terms that an effective social media policy should include
- How to address personal use of social media in the workplace
- The balancing act for companies that rely on social media for their own business operations



Speakers: Mark Bisard, Vice President & Senior Counsel, General Counsel’s Office Cyberlaw Unit, American Express
John Burtis, Principal Litigation Counsel, Medtronic Inc.
Bronwyn Pollock, Partner, Mayer Brown LLP
Andrew Rosenman, Partner, Mayer Brown LLP

5:00 p.m. – 6:30 p.m. Welcome Reception

Wednesday, March 23, 2011

7:30 a.m. – 8:30 a.m. Registration and Breakfast

8:30 a.m. – 8:45 a.m. Program Opening Remarks

Conference Chair: Michael Lackey, Partner, Mayer Brown LLP

8:45 a.m. – 9:30 a.m. Social Media in the Workplace – To Squelch or Embrace, That Is the Question

- Competing interests of employees and employers regarding the use of social media
- How social media is affecting hiring, firing and everything in between
- Recent court decisions addressing social media and how they impact your workplace
- Suggested “best practices” and considerations for employers to follow

Speakers: Jako Eleveld, IP&S General Manager Consumer Lifestyle, Philips Corporate Technologies
Sandra Zubik, Senior Counsel, North America, Sara Lee Corporation
Marcia Goodman, Partner, Mayer Brown LLP

9:30 a.m. – 10:15 a.m. Privacy and Data Security: Application of Privacy Laws to Social Media, the Prospects for New Privacy Laws in 2011 and Risks for Companies Involved With Social Media

- US and international legal standards applicable to personal data collected through social media



- Prospects for new US privacy laws and regulations and how these changes might impact social media
- Privacy and data security operational risks associated with company use or support of social media

Speakers: Daniel S. Goldman, Legal Counsel, Mayo Clinic
Rebecca Eisner, Partner, Mayer Brown LLP
Jeffrey Taft, Partner, Mayer Brown LLP

10:15 a.m. – 10:30 a.m. BREAK

10:30 a.m. – 11:15 a.m. The Litigation Front: Social Media in the Courts

- Avoiding or responding to state and federal government enforcement actions and investigations pertaining to the use of social media
- Defending class actions involving social media
- Defensive and offensive uses of social media in civil litigation

Speakers: David Hale, Chief Privacy Officer, TD Ameritrade Inc.
Robert Kriss, Partner, Mayer Brown LLP
Archis Parasharami, Partner, Mayer Brown LLP

11:15 a.m. – 12:00 p.m. Social Media and Federal Securities Laws

- Effect of federal securities laws on the use of social media by public companies in communicating with the public and by investors communicating with each other
- Use of social media in disseminating corporate information and requirements of federal securities laws on “fair disclosure” and limitations during the public offering process
- Potential liability that may arise when companies, their employees and others share information via social media
- Implications under federal securities laws of social media being used to manipulate the market in a company’s stock or to disclose confidential information

Speakers: Martha Bailey, Associate General Counsel, Citigroup
Edward Best, Partner, Mayer Brown LLP



12:00 p.m. – 12:30 p.m.

Government Uses of Social Media in Civil and Criminal Matters

- How posting can be a crime in and of itself
- Direct or circumstantial evidence of a crime provided through social networks
- The use of social media in sentencing, including evidence of mitigating or aggravating factors and non-compliance with court orders

Speaker:

John Burtis, Principal Litigation Counsel, Medtronic Inc.
Anthony Alexis, Partner, Mayer Brown LLP

12:30 p.m. – 1:30 p.m.

LUNCH

1:30 p.m. – 2:15 p.m.

Trends in Social Media

- The ever-expanding role of social media in the marketplace
- The growing impact of social media in the global political arena
- How to protect and effectively promote your brand in the age of social media

Speakers:

Bakari Brock, Legal Counsel, Twitter
Josh Gluck, Director, Law Department, Sony Electronics Inc.
Gregg Pendola, VP of Legal Affairs, Disney
John Mancini, Partner, Mayer Brown LLP

2:15 p.m. – 3:15 p.m.

Ethical Considerations for Attorneys Who Use Social Media

- Issues associated with third-party sites that rate attorneys
- Ethical issues to consider when attorneys use social networking sites, including “friending” issues
- The ethical hazards posed by blogging and engaging in other interactive online conduct and how to avoid them

Speaker:

Leslie Ann Reis, Assistant Professor and Director, Center for Information Technology and Privacy Law, The John Marshall Law School
Michael Lackey, Partner, Mayer Brown LLP

3:15 p.m. – 3:30 p.m.

BREAK

