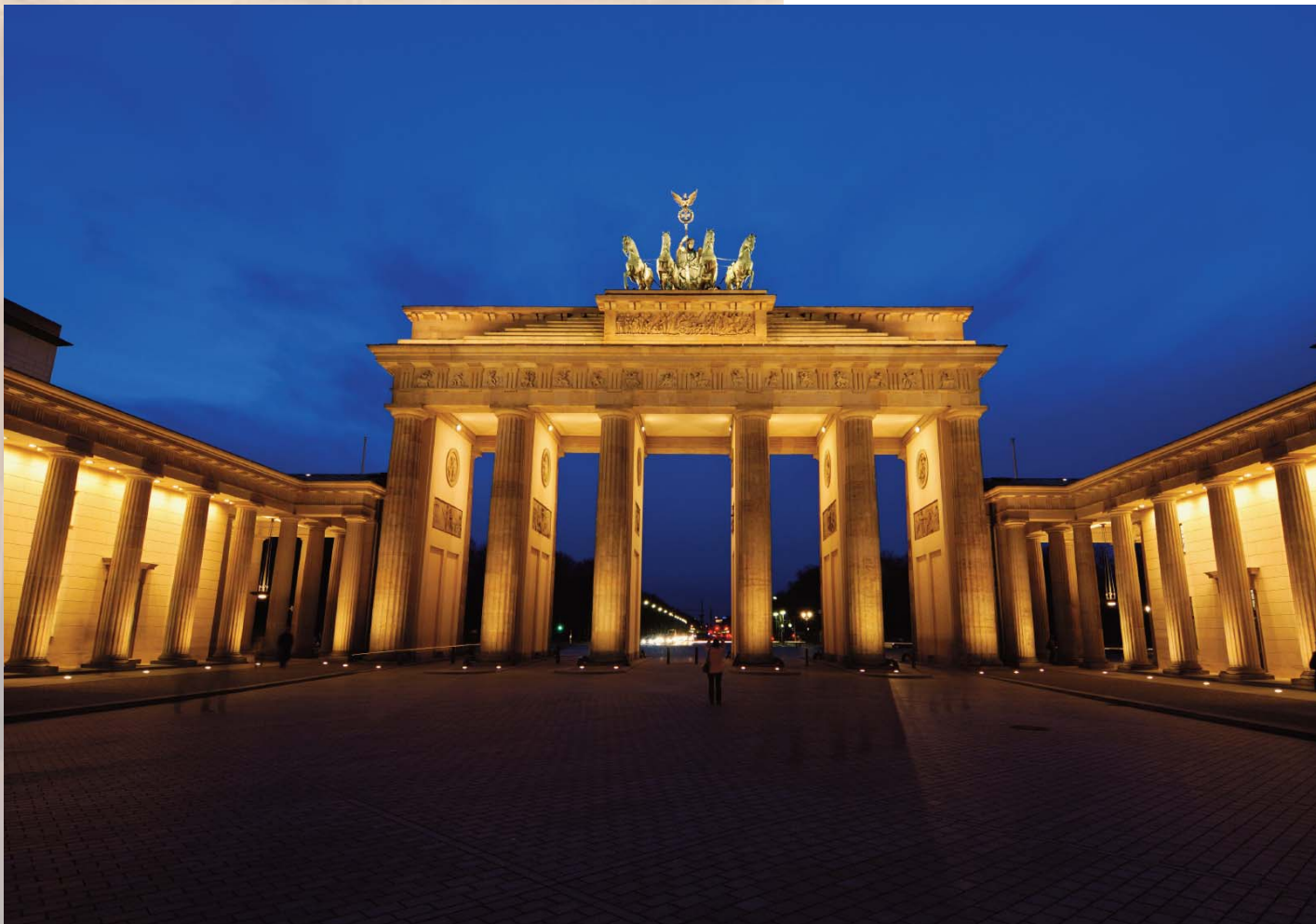




# Berlin

May 5-7, 2008



**TAGLaw®** Spring  
International Conference



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# GENERAL INFORMATION

**H**istory has left an indelible mark on Berlin. The city had modest beginnings as a trading center in the 13th century, growing into a European powerhouse that took over the 20th century stage. Berlin was successively the capital of the Kingdom of Prussia (1701-1918), the German Empire (1871-1918), the Weimar Republic (1919-1933) and the Third Reich (1933-1945). After the Second World War, the city was divided; East Berlin became the capital of East Germany while West Berlin became a Western enclave. This was the section that was infamously surrounded by the Berlin Wall from 1961-1989. Since reunification in 1990, it has evolved into a dynamic, captivating and creative city.

Today, Berlin is the heart of modern Germany, with a stoic beat that echoes through grand public buildings, glorious museums and theaters, urban restaurants, bustling pubs and rowdy nightclubs. It's a city that thrives on change and that has made a virtue out of reinventing itself. Berlin is a major center in European politics, culture, media, and science. It serves as a continental hub for air and rail transport. The city's economy is primarily based on the service sector, encompassing a diverse range of creative industries, media corporations, environmental services, congress and convention venues. Recognized for its festivals, contemporary architecture, nightlife and avant-garde arts, Berlin has evolved into a focal point for individuals attracted by liberal lifestyle, modern zeitgeist and low cost of living.

## Visa / Passport Requirements

Generally speaking, all citizens of a foreign country entering Germany are required to have a valid passport, with the exception of EU nationals holding a valid national ID card. A visa is not required for citizens of Australia, Canada and the USA for stays not exceeding 90 days in a six-month period; EU nationals are not required a visa for any length of stay. Members from all other countries should check with consulates for travel requirements. For more information on German travel, visit [www.auswaertiges-amt.de](http://www.auswaertiges-amt.de).

## Weather

In Berlin, during the month of May, the average temperatures range from 10-19°C (49-66°F). For a more timely weather forecast, visit [www.worldweather.com](http://www.worldweather.com) prior to the conference.

## Dress

Business casual is acceptable for all conference sessions. For other events, see specifications listed under the Tour and Evening Events descriptions.

## Tourism

The German capital knows how to look backward and forward at once, how to roll up its sleeves and how to kick up its heels, how to remember and how to renew. Shaking off its heavy past, today Berlin is fast-changing, lively and fun. Berlin is noted for its numerous cultural institutions, many of which savor international reputation. The diversity and vivacity of the Zeitgeist Metropolis led to an ever-changing and trendsetting image among major cities. The city has an extremely diverse art scene; it is home to hundreds of art galleries and precisely 153 museums. The ensemble on the Museum Island is a UNESCO World Heritage Site and is situated in the northern part of the Spree Island between the Spree River and the Kupfergraben. Furthermore, Berlin is home to more than 50 theaters, three major opera houses: the Deutsche Oper, the Berlin State Opera, and the Komische Oper, and seven symphony orchestras - including The Berlin Philharmonic Orchestra, one of the preeminent orchestras in the world. The historical monuments and architectural marvels are found in every crevice of the city. Whether you're looking at the Reichstag parliament building, the Brandenburg Gate, the Siegessäule victory column, Checkpoint Charlie, or the Holocaust Memorial, you will certainly relive Berlin's history reflected in its architecture. For more information, visit Berlin's official website for tourist information: [www.visitberlin.de](http://www.visitberlin.de).

## Airport / Transportation

There are three airports that can serve visitors traveling to/from Berlin (Tegel and Schönefeld are the largest of these three airports):

- Airport Tegel (TXL) is situated in the northwest of Berlin, approximately 8 km from the city-center (or a 15 minute drive to the InterContinental).
- Airport Schönefeld (SXF) is situated in the southeast of Berlin, approximately 18 km from the city-center. The airport is connected with the city by the S-Bahn (suburban train) lines S49 and S9 as well as with several AirportExpress trains that run to/from Hauptbahnhof, Zoologischer Garten, Friedrichstraße, Alexanderplatz and Ostbahnhof every half an hour. It is also a 45 minute drive by car to the InterContinental.
- Airport Tempelhof (THF) is situated in the south of the city, approximately 6 km from the city-center (or a 10 minute drive to the InterContinental).

For more information, visit [www.berlin-airport.de](http://www.berlin-airport.de).

# DRAFT

# AGENDA

## TAGLaw Spring Conference

Berlin, Germany  
May 5-7, 2008

Conference moderator: Peter Appleton Jones

### Monday, May 5

8:00 a.m.

Conference Registration Begins

TBA

Early Bird Tour

9:30 – 12:30

TAGLaw Advisory Board Meeting (Dahlem)

12:30 – 2:00

Joint Advisory Board Lunch

6:30

Cocktail Reception (Hugo 1 - 3)

7:30

**Welcome Dinner (Bellevue)**

Welcome to Germany

### Tuesday, May 6

7:30 a.m. – 9:00

**Breakfast – Guests Included (Bellevue)**

TBA

**Tour for Guests** – Meet in Lobby

8:45

**Welcome (Potsdam III)**

9:00

**In-House Counsel (Potsdam III)**

*General Counsel, Major International Firm, EU Based*

The program will focus on the view of legal services and needs from someone who sits in the General Counsel seat in an EU-based multinational company.

10:15

**Break**

# DRAFT

# AGENDA

10:45

## Great Minds Focus Groups

TAGLaw members gather at tables with colleagues who have the same concerns and issues on their minds. We have observed that members like to learn from each other and this method of idea sharing proved popular and effective in Chicago. While members may move from table to table as interest dictates, approximately three shifts will take place during this session. Tables will be set for the following topics - additional suggestions accepted:

*Associate Compensation & Retention*  
*Marketing & Business Development*  
*Law Firm Mergers & Acquisitions*  
*Practice Group Management*

*Risk Management*  
*Succession Planning*  
*Technology Challenges*  
*Underproductive Partner*

12:15

## TAG Academy

An update and progress report on this new education initiative.

12:45

## LUNCH

2:00

## PARALLEL LEGAL SESSIONS (Potsdam III or Tiergarten)

*TAGLaw Member or Panel*

Following on the highly acclaimed model from the previous two conferences, we run two sessions in parallel. These sessions require a crisp delivery as they span only thirty minutes but convey high-value, straightforward legal instruction. Some examples of possible topics include (suggestions still welcome):

- Fighting piracy  
- Navigating export control laws

- Interpreting the EU's Microsoft decision  
- Litigating employment cases.

2:30

## PARALLEL LEGAL SESSIONS (Potsdam III or Tiergarten)

*Continuation of Previous Concept*

3:00

## Break

3:30

## PARALLEL LEGAL SESSIONS (Potsdam III or Tiergarten)

*Continuation of Previous Concept*

4:00

## TAGLaw Advisory Board Report (Potsdam III)

4:30

## Close

6:30

**Depart for GALA -** – Join us for a memorable evening at the DZ Bank

## Wednesday, May 7

7:30 a.m. – 9:00

**Breakfast – Guests Included (Bellevue)**

8:45

**Welcome TAGLaw & TIAG (Potsdam III)**

9:00

## **Economic Climate of the EU (Potsdam III)**

*Leading EU figure from Government, Media or Sports*

The keynote speaker for the joint day will discuss the business climate and opportunities in Europe or another topic with international appeal.

10:00

## Break

# DRAFT

# AGENDA

10:30

## **FIRST WAVE SPECIALTY GROUPS**

**Construction** (Schinkel)

**Employment & Labor Law** (Tegel)

**Energy** (Schinkel)

**Investment Management** (Tiergarten)

**Life Sciences** (Tiergarten 2)

**Litigation** (Lincke)

**Tax** (Potsdam III)

## **SECOND WAVE SPECIALTY GROUPS**

**Competition & Antitrust** (Schinkel)

**Corporate Law and M&A** (Potsdam III)

**Environmental Law** (Schinkel)

**Forensic Accounting & Litigation Support** (Tegel)

**IP & IT** (Tiergarten 2)

**Insolvency and Secured Transactions** (Tiergarten 3)

**Real Estate** (Lincke)

12:30

**Lunch**

## **- AFTERNOON OPTIONS: NETWORKING TOUR OR EDUCATIONAL SESSIONS -**

2:00

**NETWORKING TOUR** – Visit the famous Pergamon Museum

- OR -

2:00

### **Ensuring Business Continuity**

This session will discuss methods your firm can adopt to ensure it stays viable in case of emergency or disaster.

3:00

### **Doing Business in Germany**

A look at the business and accounting issues inherent for doing business in the country. Specifically, a review of the issues and bear traps that need to be considered for Entity Selection, Entry & Exit Strategies, Tax, Dealing with Revenue, and Employment.

4:00

**Break**

4:30

### **Advising the Start Up Business**

This course will examine the critical issues to be considered for a start-up business, how you can counsel clients about these issues, and why you might want to target this niche.

5:30

**Close**

6:30

**Depart for Optional Dinner** – The Wasserwerk ensures a great close to the conference.



## MONDAY, MAY 5

### The City of Berlin: Early Bird Tour for Members & Guests



Berlin has regarded itself as a city of knowledge and culture since the days of Friedrich the Great in the 18th century. The political and cultural developments of the 19th and 20th century are visible throughout Berlin's cityscape, reflecting both the history of architecture and various approaches to dealing with the consequences of war and destruction.

Some of the sites we will visit on this tour are Germany's largest synagogue, the Rykestrasse Synagogue - when reopened last year the event was hailed as a symbol of the revitalization of Jewish life in Germany - The Brandenburg Gate, and Checkpoint Charlie, stopping for lunch at the Kafer Restaurant in the New Glass Dome of the Reichstag.

Price for Members & Guests (lunch included): \$270

Attire: Casual and comfortable walking shoes

Approximate length: 7 hours

## TUESDAY, MAY 6

### Potsdam: Day Trip for Guests

The city of Potsdam is more than one thousand years old. Located along the banks of the Havel river and the surrounding lakes, Potsdam has a lot to offer to its visitors: palaces, gardens and numerous monuments – all ensconced in the midst of a unique cultural landscape and lively cultural scene and at the same time providing a scientific environment which is unparalleled in Germany.

Potsdam's cultural landscape is one of the most beautiful of Germany's and also considered, combined with Berlin, the largest. The ensemble effect of the parks is really a unique one, a system which was created over the centuries by order of Prussian electors, kings and emperors. Great architects, famous artists and landscapers left their mark on the complete picturesque creation of gardens and buildings interwoven in diverse fashion with pathways and vantage points.

Since 1990 large areas of Potsdam were granted World Heritage status by UNESCO. That includes the Sanssouci park, Neuer Garten, Babelsberg and Glienicke with their palaces, the Pfaueninsel (Peacock Island) and also the palace and park Sacrow along with its Church of the Redeemer. For more information on the city of Potsdam, visit [www.potsdam.de](http://www.potsdam.de).

Price for Guests (lunch included): \$359

Attire: Comfortable walking shoes; light rain coat

Approximate length: 7 hours



## TOURS CONTINUED

WEDNESDAY, MAY 7

### The Jewish Museum: Morning Tour for Guests

The Jewish Museum Berlin takes its visitors on a journey through two millennia of German-Jewish history. Through pictures and texts, art and objects from daily life, media terminals and interactive elements, the historical exhibition tells of Jewish culture in Germany and the difficult relationship between Jews and non-Jews. The museum itself is a work of art, blurring the lines between architecture and sculpture. The view from above is that of a large zig-zag line, which earned it the nickname "blitz", German for "thunderbolt." The main building is covered with zinc plating, and the windows are just lines that cross the surface in a random fashion. These lines were created from connecting different sites in a Berlin map that are important to Jewish history. This building has no access of any kind from the street. The entrance is located in an adjacent building, a museum of German history, through a staircase and tunnel embedded in a concrete tower that goes through all the floors of the German museum. This symbolizes that German and Jewish history are inseparable, violent and secret.

For more information on the The Jewish Museum Berlin, visit [www.juedisches-museum-berlin.de](http://www.juedisches-museum-berlin.de).

Price for Guests (lunch included): \$203  
Attire: Casual and comfortable walking shoes  
Approximate length: 4 hours



WEDNESDAY, MAY 7

### The Pergamon Museum: Networking Tour for Members & Guests

The Pergamon Museum is one of the museums on the Museum Island in Berlin. It was planned by Alfred Messel and Ludwig Hoffmann and was built between 1910 to 1930. It houses original-sized, reconstructed monumental buildings such as the Pergamon Altar, the Market Gate of Miletus, and the Ishtar Gate, all consisting of parts transported from the original excavation sites.



The Pergamon Museum was severely damaged during the air attack on Berlin at the end of the Second World War. Many of the display objects were stored in safe places, and some of the large pieces were walled in for protection. Not until 1958 were most of the objects returned to East Germany.

*Guests will return to hotel, from the morning tour of The Jewish Museum, prior to departing for The Pergamon Museum.*

Price for Guests: \$66  
(TAGLaw Members do not pay; this tour is included in the conference fee)  
Attire: Casual and comfortable walking shoes  
Approximate length: 2 hours

*Please note: All tours and evening events must be booked at the time attendees are registering for the conference.*



# EVENING EVENTS

## MONDAY, MAY 5

### Cocktail Party and Welcome Dinner - for Members & Guests

Now that everyone has arrived in Berlin, it's time to kick-off the week with cocktails and enjoy a buffet dinner with old and new friends. This night will build momentum for the days to come.

Cocktails will be served in the Hugo 1-3, followed by dinner in the Bellevue Ballroom.

Price for Guests: \$134

Dress: Men - Business or business casual;

Women - Business, business casual or cocktail attire.

## TUESDAY, MAY 6

### Gala Dinner at the DZ Bank - for Members & Guests

The DZ Bank building on Pariser Platz, designed by the American architect Frank Gehry, is one of Berlin's most spectacular new buildings. The building is owned by the DZ Bank and ordinary visitors are not allowed inside - but of course that doesn't apply to TAGLaw members!



The facade - a cascading mixture of sand-colored stone and swooning glass, graced by massive chrome and glass doors - subtly disguises what lies beyond. The interior courtyard of the building shows Gehry's trademark: massive, titanium, morphing form. In this case a towering, curvaceous fish that houses a central conference space and captures motion and movement in the building.

Price for Guests: \$281

Dress: Business Suit, Cocktail Attire

## WEDNESDAY, MAY 7

### Dinner at The Wasserwerk - Optional for Members & Guests



The historic Wilmersdorf waterworks has been thoroughly renovated and turned into one of the most impressive and exciting locations Berlin currently offers. The old water factory is encased with industrial brick architecture from the 19th century and the exterior resembles that of an old church hall...though inside you won't find a congregation! An outstanding bar and restaurant concept resides in a mixture of old industrial charm and modern design that is unique. TAGLaw members can share their final night together in a stylish restaurant with lounge and bar, amongst the old water pumps.

Price for Guests: \$165

Dress: Men: Business or business casual;

Women: Business, business casual or cocktail attire.

*Please note: All tours and evening events must be booked at the time attendees are registering for the conference.*

# ACCOMMODATIONS

## InterContinental Berlin



The InterContinental Berlin has struck an impressive pose on the city skyline for nearly half a century. A better location is hard to imagine, with the government quarter, historic center, shopping districts and Berlin's important sites just minutes away. You'll walk to Potsdamer Platz, Kurfürstendamm boulevard, Memorial Church and the Reichstag. The InterContinental's 530 guestrooms and 54 suites provide world-class luxury and elegance plus superlative layouts and brilliantly executed interior design.

The hotel offers its guests a range of pleasures for the appetite, including the fine dining restaurant Hugos, the restaurant L.A. Cafe, which features international and Chinese cuisine, and of course the Marlene Bar, which is a popular gathering place for all Berliners.

The hotel has 37 conference rooms, as well as Berlin's largest ballroom to host any event. An exceptional spa and a gymnasium can also be availed by the guests for their physical and mental well being.



### WHAT'S NEARBY?

- Potsdamer Platz / New City Center with Sony Center (2 KM / 1.24 MI )
- Reichstag (4 KM / 2.49 MI )
- Brandenburger Tor/Brandenburg Gate/Pariser Platz (4.5 KM / 2.8 MI )
- Castle Charlottenburg (3 KM / 1.86 MI )
- Museum Island, Berlin Cathedral (6.5 KM / 4.04 MI )
- Siegessäule (2 KM / 1.24 MI )
- Gedaechtniskirche / Memorial Church (0.5 KM / 0.31 MI )
- Gendarmenmarkt with French Dome (4 KM / 2.49 MI )
- Zoological Garden (1.3 KM / 0.81 MI )
- Kurfürstendamm renowned shopping district (0.5 KM / 0.31 MI )
- Park Tiergarten (0.3 KM / 0.19 MI )
- KaDeWe - largest department store of Europe (0.5 KM / 0.31 MI )

### The Appleton Group Room Rates

€224: Superior Room

€251: Deluxe Room

*Rate includes full breakfast buffet each morning*

### Online Reservation

[www.intercontinental.com](http://www.intercontinental.com)

Enter your travel information and the  
Group Code **TAG**

### CONTACT InterContinental Berlin

Budapester Strasse 2, Berlin 10787, Germany

Hotel Front Desk: 49-30-26020 | Hotel Fax: 49-30-26022600



# SUMMARY OF COSTS

## FOR TAGLaw MEMBERS

### CONFERENCE

*(Includes: All General Sessions, Conference Materials, Cocktail Party and Welcome Dinner, Networking Events, Lunch on May 6 & 7, Gala Dinner, and Networking Tour to the Pergamon Museum)*

### **EARLY BIRD SPECIAL!**

\$1895 - each 1<sup>st</sup> and 2<sup>nd</sup> attendee  
\$1160 - each additional attendee

### AFTER APRIL 1, 2008

\$1995 - each 1<sup>st</sup> and 2<sup>nd</sup> attendee  
\$1260 - each additional attendee

MONDAY, MAY 5

Tour of Berlin

\$270

WEDNESDAY, MAY 7

Optional Dinner at the Wasserwerk

\$165

## FOR GUESTS

### **TOURS**

MONDAY, MAY 5

Early Bird Tour: The City of Berlin  
(includes lunch)

\$270

TUESDAY, MAY 6

Day Trip to Potsdam  
(includes lunch)

\$359

WEDNESDAY, MAY 7

A Morning tour of The Jewish Museum  
(includes lunch)

\$203

WEDNESDAY, MAY 7

An Afternoon tour of The Pergamon Museum

\$66

### **EVENING EVENTS**

MONDAY, MAY 5

Cocktail Party and Welcome Dinner

\$134

TUESDAY, MAY 6

Gala Dinner at the DZ Bank

\$281

WEDNESDAY, MAY 7

Optional Dinner at the Wasserwerk

\$165

**PLEASE NOTE Cancellation policy:** For both conference events and tours The Appleton Group has to commit to, and pay for, the number of attendees registering for the conference and tours. As a result we have established the following cancellation policy. **Conference:** Members cancelling prior to one week before the conference start date will receive a full refund. Members cancelling less than seven days before the start date will receive a credit of 50% against the price of another TAGLaw conference. This credit must be used within one year. **Tours:** Prior to one week before the conference start date a full refund will be issued. No refunds will be given if cancellation occurs within seven days of the start date of the conference.

# Come to Berlin and see what others have already discovered about attending TAGLaw Conferences...

"As a first time attendee of a TAGLaw Conference, I was greatly impressed by the level of expertise and the personal qualities of the members. Although this is no doubt obvious to regular attendees, it has been a real benefit to me to be able to develop relationships with such exceptional people." - *Bernie Buettner; Harper Grey; Vancouver, Canada*

"By attending the conference, I discovered two substantial matters that partners in my firm had referred to others in the network – the network is working!" - *Andy Turner; Conner & Winters; Tulsa, Oklahoma, USA*

I gained great tips for seminars back home: good general topics and it supports the idea that we need to share all we have learned not only with partners, but with clients!" - *Katrin Gabler; GGV Grützmacher / Gravert / Viegner; Frankfurt, Germany*

"At the conference, I came to the realization that the challenges faced by our practice are also experienced around the world - this is an invaluable partner development tool" - *Chris Kirkwood; Einfeld Symonds & Vince; Sydney, Australia*

"One of the greatest values taken away from conferences is the opportunity for thought-provoking and illuminating conversation on topics with lawyers from other jurisdictions." - *Jonathan Lloyd-Jones; Blake Laphorn Tarlo Lyons; Portsmouth, England*

"The networking opportunities, especially between TAGLaw & TIAG, were very helpful. I have a higher comfort level in referring a client to another attorney or CPA when I know them on a personal level." - *John Grace; Stanfield & O'Dell; Tulsa, Oklahoma, USA*

"By getting to know fellow members and seeing them in person added extra comfort for future cooperation." - *Sim Joh Khuang; LehmanBrown; Beijing, China*