



# Join us in **BUDAPEST**

2009 TAGLaw  
International Conference  
May 4-6, 2009



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# join us in BUDAPEST



Dear TAGLaw Members,

Welcome to 2009. After what I hope was an enjoyable season of personal and professional holiday or seasonal gatherings, I extend to you an invitation to join me and your TAGLaw colleagues in beautiful Budapest.

One of the highlights of our conferences is the opportunity to hear how much business there is among our TAGLaw firms. Why have we been so successful? It is due not only to the quality of our member firms but also to the fact that the personal interaction at conferences, professional and personal, builds the trust and confidence in one another that is obviously supplemented through successful shared client matters. That is why, when our members or their marketing directors call us to ask how they can benefit even more from their membership, our first answer is always "come to conferences." This is especially true during slower economic times when a diminution in local work can be replaced by work generated from outside the jurisdiction through network affiliation.

We have become an attractive audience! In Budapest we will hear from another world-class economist, this time from the Hungarian Academy of Science; and from the deputy general counsel, exploration and development, of Shell International. As a result of feedback we received in New York, our Specialty Groups will be given more time to interact and, as always, there will be time to network and time to discuss management and marketing concerns.

To our conference "regulars," we look forward to seeing you and perhaps a new TAGLaw contact. For those who haven't attended recently, we encourage you to join us.

I look forward to seeing you May 4-6 in Budapest.

Bob Sattin  
President

**Budapest** radiates with a magnetism that is difficult to describe, but easy to feel—you can't help but to take away with you perpetual impressions of the buildings, streets, squares and sights, and above all else, the atmosphere.

One of the most beautiful historical capitals in Europe, Budapest is situated on the banks of the River Danube, which flows through the center of the city along an unforgettable stretch of 28 kilometers. Gellért Hill rises majestically above the River, offering visitors a panoramic view of the city. It was precisely the combination of the relative ease of crossing the River here and the natural protection the Hill offered against invasion that convinced the earliest settlers it was the ideal place to build a town.

Budapest possesses a rich and fascinating history as well as a vibrant cultural heritage. Only Budapest can say of itself that it has Europe's largest Parliament, largest functioning synagogue and the continent's first underground railway. The architectural beauty, with its monuments from neo-classic through baroque to eclectic art nouveau, is prevalent in the city. Budapest is also world famous for its artistic abundance of concerts, operas, recitals, galas, exhibitions and spa baths.

The city actually consists of three cities: Óbuda, the oldest section, Buda in hills on the western bank, and bustling Pest on the flat plain of the east bank. United in 1873, Budapest is renowned as the location of one of the most beautiful World Heritage sites.

## Visa / Passport Requirements

For information on travel into Hungary, visit the Ministry for Foreign Affairs of the Republic of Hungary website at [www.mfa.gov.hu](http://www.mfa.gov.hu).

## Weather

In Budapest, during the month of May, the average temperatures range from 52-72°F (11-22°C). Though May is one of Hungary's rainiest months, on sunny days you can expect about 10 hours of daylight. For a timely weather forecast, visit [www.weather.com](http://www.weather.com) prior to the conference.

## Dress

Business casual is acceptable for all sessions. For other events, see specifications listed in the Tours and Evening Events sections of this packet.

## Tourism

While many visitors to Budapest may be content to simply wander along the River Danube and take in the ambience of Hungary's capital, a wide variety of attractions are available to visitors. The Castle District, the River Danube embankments and the whole of Andrásy út provide awesome surroundings for visitors to explore the city. While in the Castle District, a visit to the Matthias Church and perhaps a museum is recommended. A look at the



panoramic view of Budapest from the Fisherman's Bastion is a must. Both sides of Kodály Körönd square are lined with large shops and flats built close together. Between there and Heroes' Square the houses are detached and altogether grander. Budapest has a number of thermal water spas dating back hundreds of years, perhaps the most famous being Gellért Bath. Tourists keen to get a glimpse of what life was like for

the wealthier members of society should visit the Kiraly Bath. Budapest is also famed for its vast array of caves, which form a labyrinth to explore under the ancient castle district of Buda. Above-ground visitors can visit a wealth of churches and ecclesiastical collections. St. Stephen's Basilica, Budapest's largest church, can be seen from all over the city. Budapest is also home to Europe's largest synagogue, the Dohány utca Synagogue. For more information, visit [www.budapestinfo.hu/en](http://www.budapestinfo.hu/en).

## Airport / Transportation

Budapest (Ferihegy) International Airport (BUD) is ten miles southeast of the city center. The main car hire firms have offices in the arrival halls. For those not driving, the airport operates a shuttle service called Airport Minibus. The Minibus will carry passengers to and from any part of Budapest. It is very popular and provides excellent value for the money. It can be booked on (+ 36-1) 296-8555 or in person at the airport. Taxis may also be ordered at the airport. For more information visit [www.bud.hu/english](http://www.bud.hu/english).



# AGENDA DRAFT



## SUNDAY, MAY 3

### **Board Meeting Schedule**

- 8:00 a.m. Continental Breakfast
- 8:30 – 11:30 TIAG Board Meeting
- 11:30 – 2:30 TAGLaw & TIAG Joint Board Meeting and Lunch
- 2:30 – 5:30 TAGLaw Board Meeting
- 4:00 – 6:00 p.m. **Conference Registration** (Banquet Lobby)

## MONDAY, MAY 4

- 8:30 – 10:00 a.m. **Conference Registration** (Banquet Lobby)
- 10:00 – 4:00 **Early Bird Tour** (meet in the hotel lobby at 9:45 a.m.)  
Enjoy the Castle District's narrow, romantic lanes, the charming Fisherman's Bastion and the Matthias Church. Following lunch, cross the Chain Bridge to see the Vajdahunyard Castle, City Park, St. Stephen's Cathedral and Heroes' Square.
- 4:30 – 6:30 **Conference Registration**
- 6:30 **Cocktails in the Panorama Room at the InterContinental Budapest**
- 7:30 **Dinner in the Ballroom**

## TUESDAY, MAY 5

- 7:00 – 8:45 a.m. **Breakfast in the Corso Restaurant**
- 9:00 **Welcome TAGLaw** (Ballroom II)
- 9:15 **In-House Counsel: Corporate Social Responsibility** (Ballroom II)  
*Robert de Roos; Deputy General Counsel, Exploration and Production; Shell International B.V.*  
Corporate social responsibility is a "buzz word" in the world's board rooms and business press. What does it mean, how is it implemented by major corporate clients and how important is it for outside counsel to know about it and practice it are the topics of this important presentation.
- 10:30 **Break**
- 11:00 **Advising the President: Challenges for a Lawyer** (Ballroom II)  
*Pál Sonnevend; Office of the President of the Republic of Hungary*  
An inside look at what it means to advise at the highest levels of government.
- 12:00 **The Secret of Our Success** (Ballroom II)  
*Moderator: Jeff Heuer; Jaffe, Raitt, Heuer & Weiss, P.C.; USA: Michigan*  
*Robert Levy; Kuits Solicitors; England*  
*Hannu Krogerus; Krogerus Attorneys Ltd; Finland*  
*Danielle Muller; Rassers Advocaten en Notarissen; Netherlands*

# AGENDA DRAFT



The economy struggles worldwide, and law firms find they are not necessarily immune from this downturn. To help insulate your firm and enable it to stay vibrant, network members share their best insights for managing and succeeding in a down economy. This will be a combination of presentations from panelists and free-flow commentary and questions from attendees. Be prepared to help make this a highly-interactive session.

**1:00 Lunch**

**2:30 TAGLaw Advisory Board Report** (Ballroom II)

**3:00 Break**

**3:15 Specialty Groups – OR – Great Minds Focus Groups**

Specialty Groups:

*Employment and Labor Law, Energy, Intellectual Property, Life Sciences*

The following Great Minds Focus Group tables will be set up for members to gather and discuss common concerns and issues (for participants not involved in the specialty groups above):

*Marketing & Business Development*

*Firm Mergers & Acquisitions*

*Managing in a Down Economy*

*Risk Management*

*Succession Planning*

*Training Associates*

*Underproductive Partners*

*Evaluating & Assimilating Lateral Hires*

**5:00 Close**

**6:00 Depart Hotel for Cocktails and Gala**

This evening will include a short train ride to the Hungarian Railway History Park and Museum. Some of the 50 locomotives in the Museum's collection are housed in a 34-bay roundhouse built in 1911 and surrounded by parkland. It will be a perfect place for a nostalgic gala dinner. Cocktails at 6:30; Gala at 7:30.

## **WEDNESDAY, MAY 6**

**7:00 – 8:30 a.m. Breakfast in the Corso Restaurant**

**8:45 Welcome TAGLaw and TIAG** (Ballroom)

**9:00 The Global Economy: Tracking the Effects on Trade and Foreign Direct Investment**

*Dr. Zoltan Pogatsa; Economist at the Hungarian Academy of Sciences*

Dr. Pogatsa, soon-to-be author of a book on the economic systems of new EU member states, will use data from international organizations and case studies of countries such as the U.S., Ireland, Hungary and Iceland to explain the impact on the global economy of the connections between trade, the flow of foreign direct investment, and historic levels of portfolio investment.

**10:00 Break**

**10:30 Specialty Groups – OR – Great Minds Focus Groups**

Specialty Groups:

*Litigation and ADR, Tax*

The following Great Minds Focus Group tables will be set up for members to gather and discuss common concerns and issues (for participants not involved in the specialty groups above):

*Marketing & Business Development*  
*Firm Mergers & Acquisitions*  
*Managing in a Down Economy*  
*Risk Management*

*Succession Planning*  
*Training Associates*  
*Underproductive Partners*  
*Evaluating & Assimilating Lateral Hires*

**11:55**                      **Transition to second round of specialty groups**

**12:05**                      **Specialty Groups – OR – Great Minds Focus Groups**

Specialty Groups:

*Assurance, Hotels and Leisure, Corporate Law and M&A, Insolvency and Secured Transactions, Real Estate*

Great Minds Focus Group tables will be set up for members to gather and discuss common concerns and issues. Topics from previous session remain.

**1:30**                      **Lunch**

## **AFTERNOON OPTIONS**

**3:00**                      **Networking Tour** (meet in the hotel lobby at 2:45 p.m.)  
Tour the stunning Hungarian Parliament building. Designed by Imre Steindl, a Hungarian architect, the building stretches 268 meters in its length along the Danube embankment and is ornamented with white neo-gothic turrets and arches.

**- OR -**

**3:00**                      **Harnessing Technology and the Drive to the Paperless Office** (Ballroom II)  
*Rick Tagg; Head of CCH Strategic Partnerships*  
While there is much talk about the “paperless office” and making technology work for us, Rick will discuss real, practical and available applications and technology that are enabling firms to turn this concept into a reality. With increased competition and pressure on margins, utilizing technology effectively can deliver improvements in productivity, profit margins, client service and the working environment.

**4:00**                      **Risk Profiling of Clients** (Ballroom II)  
*Moderator: Robert Sattin; The Appleton Group; USA: Florida*  
*Pim van Batenburg; Tempelman & Parnters; Netherlands*  
*Paul Webster; Mercer & Hole; England*  
*Norman Posner; Samet & Co; USA: Massachusetts*  
The most important interview, and hopefully the one that is most often repeated throughout a career, is the new client interview. Ethical issues are presented at almost every initial interview. Marketing, malpractice, financial and time management concerns are also involved. Learning how to control these meetings and avoid troublesome clients is a key to restful sleep and a good career. Bob Sattin and members share their best tips on making client interviews successful.

**5:00**                      **Close**

**5:45**                      **Depart for Optional Dinner:** Enjoy the world-famous Lázár Equestrian Park.

## MONDAY, MAY 4

**Early Bird Members & Guests:**  
Join us for an unforgettable  
tour of BUDAPEST



Budapest is truly one of the world's most attractive cities, rich in both natural and architectural beauty. It is no wonder that the Castle District, the River Danube embankments and the whole of Andrásy út have been officially recognized as UNESCO World Heritage Sites.

During the tour we will visit the Buda side, enjoying the Castle District with its romantic narrow lanes, its charming Fisherman's Bastion and the jewel of the castle district, the Matthias Church. After lunch, our tour will take us over the Chain Bridge to the Pest side, to take in some of the sites, including the Vajdahunyad Castle, City Park, St. Stephen's Cathedral and Heroes' Square, and pass by the Opera house and the magnificent Parliament building (where you will have an opportunity to have a guided tour on Wednesday if you desire).

10 a.m. - 4 p.m.  
(meet in hotel lobby at 9:45 a.m.)  
Price for members and guests: \$60 per person

## TUESDAY, MAY 5

**TAGLaw Guests:**  
Explore the Danube River Region on the  
DANUBE BEND TOUR

This excursion will take you to one of the most beautiful and popular regions of Hungary—the Danube Bend. First stop will be Esztergom. The dominant feature of Esztergom's city landscape is the Cathedral, built in neo-classical style and completed in 1869, rising on Castle Hill. Then on to the Cathedral Treasury, established in the 11th century.

Leaving Esztergom, you'll continue to another popular "town" of the Danube Bend, Visegrád. Its golden age was during the reign of King Mátyás, the great Renaissance ruler. From the top of the fortress guests can enjoy the panoramic view over the bend.

After lunch, we continue to Szentendre, where Serbian, Dalmatian and Greek families found refuge from the Turks in the 14th and 17th century. The town is especially famous as an artist's colony. There is the Ferenczy Museum, named after a Hungarian pioneer of Impressionism, who spent this youth in Szentendre. The works of this artist's two well-known children are also on display here.

Then enjoy a visit to what is probably the most famous building in town is the Margit Kovacs Museum. Margit Kovacs, the world famous ceramic artist, combined modern art forms with the traditions of Hungarian folk art.

Guests are taken on a walking tour through the town before they can enjoy some time on their own. There are many galleries of better and less well-known Hungarian artists' worth visiting. A selection of shops with handicrafts and

souvenirs make it worthwhile to explore the town on your own. Afterwards we return to Budapest.

TIAG guests will join you on the tour.

9 a.m. - 4 p.m.  
(meet in hotel lobby at 8:45 a.m.)  
Price: \$110





## WEDNESDAY, MAY 6

### **TAGLaw Guests:**

#### **Join us for a MORNING WALKING TOUR**

The prosperity created by the Napoleon wars and the thinking inspired by the Age of Enlightenment were the setting for the first plans for the systematic organization of the city of Pest. A uniquely Hungarian style of architecture also developed to meet the new needs of the age with clear forms and noble purity.

Vaci Street on the Pest side of the city has been most famous street in Budapest and probably still is. It is the main shopping street of the city; here are boutiques, coffee shops, department stores, and shops selling everything from Hungarian handicrafts to international designer articles. However, the past is only evident if you tear your eyes away from the shop windows and look at the upper floors of the buildings. The buildings themselves are not all that old, they date back to the 19th and 20th century, but the street itself became important as early as the 18th century. The guide will stroll with you around this area, pointing out the best things to buy, the best places to go and pointing out the historical sites. The tour will end at the Café Gerbeaud, one of the most famous coffee shops in Budapest, where guests will enjoy coffee and cake. Bringing you back to the hotel in time for you to grab lunch and a tour of Parliament in the afternoon! TIAG guests will join you on the walking tour.

#### **Walking shoes a must!**

10 a.m. - 1 p.m.

(meet in hotel lobby at 9:45 a.m.)

Price: \$46



## WEDNESDAY, MAY 6

### **Members & Guests:**

#### **Make a visit to the HUNGARIAN PARLIAMENT BUILDING\***

As the millennial celebrations of 1896 approached, the nation's demand for representation channeled the conception of a unique Parliament building. The Palace of Westminster in part inspired the design, but a well-known



Hungarian architect, Imre Steindl, laid out the plans in their entirety. The building stretches 268 meters in its length, along the Danube embankment. Ornamented with white neo-gothic turrets and arches, it forms the most outstanding landmark on the Pest side horizon.

It is the seat of the National Assembly of Hungary, one of Europe's oldest legislative buildings, a notable landmark of Hungary. It is currently the largest building in Hungary and the second largest Parliament in Europe.

3 p.m.

(meet in hotel lobby at 2:45 p.m.)

Price for members: FREE

Price for guests: \$45

**\*Please bring your passport with you as you are required to show it upon entry into the Parliament building.**

# evening **EVENTS**



## **MONDAY, MAY 4**

### **Cocktail Party and Welcome Dinner for Members and Guests**

Now that everyone has arrived in Budapest, 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 Panorama Room, followed by dinner in the Ballroom.

Cocktails: 6:30 p.m.; Dinner: 7:30 p.m.

Price for members: FREE

Price for guests: \$132

Dress: Men - Business or business casual; Women - Business, business casual or cocktail attire

## **TUESDAY, MAY 5**

### **Gala Dinner for TAGLaw and TIAG Members and Guests at the Hungarian Railway History Park and Museum**

Take a glass of champagne and a seat as the Vintage Nostalgia Railway shunts you on a short trip to your destination, the Hungarian Railway History Park and Museum.



Hungary's national collection of railway vehicles has been housed since 2000 on the site of the former Budapest North motive power depot of the state railway company (MAV). Some of the 50 locomotives in the collection are housed in a 34-bay roundhouse of 1911, which is now surrounded by parkland and a perfect place for a nostalgic gala dinner. As you sip your cocktails take the opportunity to explore some of the finest old railway cars including the romantic teak-

paneled dining car built for the Venice-Simpson-Orient express in 1912, and sleeping cars from other long-distance international trains that passed through Hungary. Enjoy traditional Gypsy music and dancing as you relax and chat over dinner.

Depart hotel lobby at 6 p.m.

Price for members: FREE

Price for guests: \$175

Dress: Cocktail

## **WEDNESDAY, MAY 6**

### **Optional Dinner for Members and Guests at the Internationally Renowned Lázár Equestrian Park**

Lázár Equestrian Park, established in the very heart of the Gödöllő Hills by the world champion Lázár brothers, combines the atmosphere of Hungarian culture, hospitality and outstanding horsemanship.



Upon arrival guests are greeted with a welcome drink of Hungarian pure fruit brandy called "pálinka." An enjoyable evening continues around the fire, for an Ox Barbecue (2009 is the Year of the Ox!). Savoury Hungarian style chicken ragout serves as a starter to the ox barbecue, served with side dishes (mashed potatoes with onion and steamed cabbage), as well as seasonal mixed salad and pickles. Strudel, apple pie or custard pie with hot apricot preserve is offered as dessert. Coffee crowns the feast. Listen to idyllic gypsy music, and later marvel at the horsemanship of the Lázár troupe. Magnificent! After the show, for all who wish, there will be an opportunity to view the champion horses in the stables.

6 p.m. - 10 p.m.

(meet in hotel lobby at 5:45 p.m.)

Price for members and guests: \$110 per person

Dress: Casual

## InterContinental Budapest



The InterContinental Budapest has a reputation for being among the finest hotels in the city known as the "Queen of the Danube." Why? Perhaps it is the hotel's superb location, situated next to the Chain Bridge and the Parliament, on the shore of the Danube and within a walk's distance to the city's center and shopping area. Indeed it could be the stunning views provided by a gaze over the river and Buda, including the Castle Hill and Royal Palace. Whatever the reason, the InterContinental will capture your heart.



The InterContinental Budapest offers many features for business and leisure travelers. Each of the guestrooms and suites has air conditioning, dual-dial telephone with voicemail, high-speed internet access, radio and television with satellite channels and in-room movies (surcharge). Guests can enjoy the convenience of 24-hour room service and same-day laundry and valet. Non-smoking rooms are also available.

Amenities include a health and fitness center with available massage services, beauty salon, spa, swimming pool and daycare. A fully-equipped business center offers laser printers, copying services, email and internet access, databank, facsimile facilities and secretarial services.



### The Appleton Group Room Rates

STANDARD CITY VIEW

€208: single

€236: double

DANUBE VIEW

Add €40 for single and double

CLUB FLOOR

Add €40 for single

Add €60 for double

### Reservations

Visit [www.signupmaster.com/taglaw](http://www.signupmaster.com/taglaw) to book your reservations online, or call +36-1-3276333 and mention group code **R88** and corporate ID **APPLETONXCONF**.

### CONTACT:

InterContinental Budapest

APACZAI CSERE J.U.12-14 | BUDAPEST, H-1052 | HUNGARY

Front Desk: +36-1-3276333 | Fax: +36-1-3276357



# summary of COSTS



## FOR TAGLAW MEMBERS

### CONFERENCE

#### **EARLY BIRD REGISTRATION**

\$1725 for each 1st and 2nd attendee  
\$1200 for each additional attendee

#### **AFTER APRIL 2, 2009**

\$1825 for each 1st and 2nd attendee  
\$1300 for each additional attendee

Conference registration includes all general sessions, conference materials, cocktail party and welcome dinner, lunch on May 5-6, gala dinner and tour of the Hungarian Parliament building. Additional costs are as follows:

**EARLY BIRD TOUR OF BUDAPEST** • Monday, May 4 • \$60

**OPTIONAL DINNER AT LÁZÁR EQUESTRIAN PARK** • Wednesday, May 6 • \$110

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## FOR GUESTS

**EARLY BIRD TOUR OF BUDAPEST** • Monday, May 4 • \$60

**COCKTAIL PARTY AND WELCOME DINNER** • Monday, May 4 • \$132

**DANUBE BEND TOUR** • Tuesday, May 5 • \$110

**GALA DINNER** • Tuesday, May 5 • \$175

**MORNING WALKING TOUR** • Wednesday, May 6 • \$46

**HUNGARIAN PARLIAMENT BUILDING TOUR** • Wednesday, May 6 • \$45

**OPTIONAL DINNER AT LÁZÁR EQUESTRIAN PARK** • Wednesday, May 6 • \$110

**Visit [www.signupmaster.com/taglaw](http://www.signupmaster.com/taglaw) today to register!**

**CANCELLATION POLICY:** 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 policies: **Conference:** Members cancelling by April 24, 2009 will receive a full refund. Members cancelling after April 24, 2009 will receive a credit of 50% against the price of another TAGLaw conference. This credit must be used within one year. **Tours:** Prior to April 24, 2009 a full refund will be issued. No refunds will be given if cancellation occurs after April 24, 2009.





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