

BOSTON CONFERENCE “AT-A-GLANCE”



Monday, May 6 (TAGLaw & TIAG)

- 7:00 a.m. - 10:00 a.m. **Conference Registration** (2nd Floor Lobby)
- 9:15 a.m. - 4:30 p.m. **Early Bird Tour: The Best of Beantown: A City Highlights Tour & Lunch**
(Depart the hotel lobby at 9:15 a.m. to depart by coach and return at 4:30 p.m.)
- 4:30 p.m. - 6:30 p.m. **Conference Registration** (Gallery Lobby)
- 6:45 p.m. **TAGLaw Cocktail Party & Welcome Dinner** (Cocktails & Dinner: The Roof)

Tuesday, May 7 (TAGLaw)

- 9:05 a.m. - 9:15 a.m. **Welcome** (Grand Ballroom)
- 9:30 a.m. - 5:30 p.m. **Guest Tour: Full-Day Tour of The Coast: Salem, Gloucester and Rockport**
(Meet in the hotel lobby at 9:30 a.m. to depart by coach and return at 5:30 p.m.)
- 9:15 a.m. - 10:30 a.m. **The View from Inside: General Counsel Speak Their Minds about Working with Outside Law Firms** (Grand Ballroom)
- 10:30 a.m. - 11:00 a.m. **Networking Break** (Upper Foyer)
- 11:00 a.m. - 12:00 p.m. **Legal Technology Panel/Q&A** (Grand Ballroom)
- 12:00 p.m. - 1:30 p.m. **Lunch** (Main Dining Room)
- 1:30 p.m. - 2:30 p.m. **Legal Project Management: A New Model for Enhancing Profitability & Competitive Edge** (Grand Ballroom)
- 2:30 p.m. - 3:00 p.m. **Networking Break** (Upper Foyer)
- 3:00 p.m. - 4:15 p.m. **Specialty Group Sessions** (Groups open to TAGLaw & TIAG members.)
- Corporate and M&A** (Grand Ballroom)
Topic: Current trends in Indemnification Provisions in M&A Transactions.
- IP/IT & Life Sciences (Joint Session)** (Newburg Room)
Topic: Domain Names & Trademarks
- Litigation & ADR** (Taj Room)
Topic: Brainstorming ideas on marketing collectively.
- TAG Tax (TAGLaw & TIAG Members)** (Petite Ballroom)
Topic: Tax in the Cloud.
- 4:15 p.m. - 5:00 p.m. **Advisory Board Report** (Grand Ballroom)
Special Report: Benchmarking TAGLaw Firms
- 5:00 p.m. **Close** (Grand Ballroom)
- 6:15 p.m. **A Presidential Evening: Gala Dinner at the JFK Library** (Depart the hotel lobby at 6:15 p.m. to depart by coach and return at 10:30 p.m.)



Download session notes and materials at:

conference.TAGLaw.com

~or~

Scan the QR code to the left using a scanner app on your smartphone.



Follow us on Twitter: @TAGLaw / @TIAGnet

Trend the Conference: #TAGLawBoston
#TIAGBoston

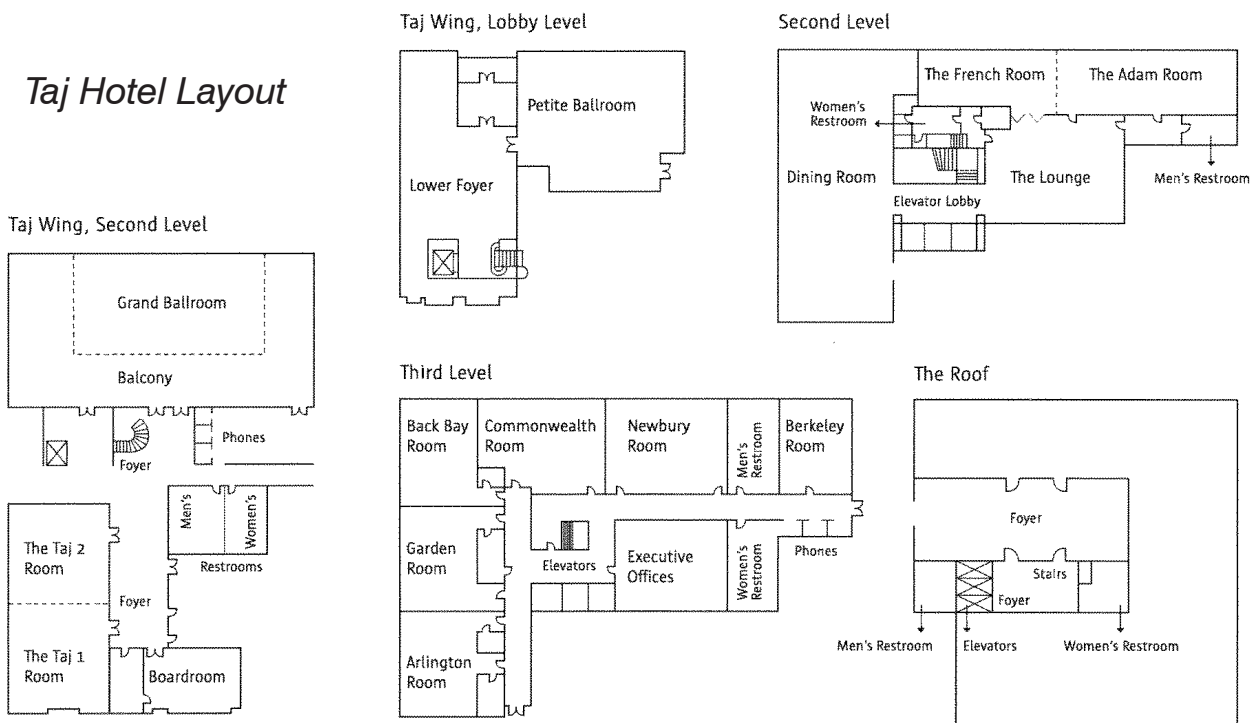
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Wednesday, May 8 (TAGLaw & TIAG)

- 9:00 a.m. - 9:15 a.m.** **Opening Comments and a Preview of Munich** (*Grand Ballroom*)
- 9:15 a.m. - 10:45 a.m.** **Specialty Group Sessions** (*All groups are open to TAGLaw & TIAG members.*)
- Assurance & SEC** (*Bellevue AB*)
 Topic: Update on the convergence project between FASB and IASB.
- Employment & Labor** (*Taj 2*)
 Topic: Insurance Coverage and Employment Litigation
- Firm & Practice Management** (*Grand Ballroom*)
 Topic: Jumpstarting Others' Rainmaking: Teaching partners less marketing and more relationship building.
- Insolvency and Secured Transactions** (*Taj 1*)
 Topic: On Sale Now – Distressed assets of U.S.-Based technology firms are on the auction block and Asian firms are buying.
- 9:15 a.m. - 12:30 p.m.** **Guest Tour: A Viewing of Select Private Homes on Beacon Hill – Walking Tour**
 (*Depart the hotel lobby at 9:15 a.m. and return by 12:30 p.m.*)
- 10:45 a.m. - 11:15 a.m.** **Networking Break** (*Upper Foyer*)
- 11:15 a.m. - 12:15 p.m.** **How Professional Advisors Can Add Value to Not-for-Profit Clients** (*Ballroom BC*)
- 12:15 p.m. - 1:45 p.m.** **Lunch** (*Main Dining Room*)
- 1:45 p.m. - 2:45 p.m.** **Helping Your Clients Succeed: The Imperative of Business Acumen** (*Ballroom BC*)
- 3:15 p.m. - 6:00 p.m.** **Networking Tour: Fenway Park** (*Depart the hotel lobby at 3:30 p.m. to depart by bus and return at approximately 6:00 p.m.*)
- 6:30 p.m. - 10:30 p.m.** **Dinner & Networking: MJ O'Connor's – Park Room and Bar**
 (*Depart the hotel lobby at 6:30 p.m.*)

Taj Hotel Layout





CONFERENCE QUICK GUIDE



Conference Registration

- **EVENTS INCLUDED IN CONFERENCE REGISTRATION PRICE:** In addition to the conference sessions, the following are included in the price of the Registration FOR MEMBERS:
 - Lunch on Tuesday and Wednesday
 - Welcome Cocktail/Dinner
 - Gala Dinner
 - Wednesday Afternoon Networking Tour
 - NOTE: Guests will have to pay the corresponding price for any event they wish to attend
- **HOTEL RESERVATION:** The hotel is not included with the Conference Registration. You will need to make your own room reservation.
- **FOOD RESTRICTIONS & SPECIAL NEEDS:**
 - Please specify any food restrictions in advance when you are making your Conference Registrations, so that we can order your special meals. If you have any questions please email jacky@taglaw.com or jacky@tiagnet.com.
 - Inside your name badge pouch you will find a number of color coded-tickets to indicate your special meal request. Please hand one out to the waiter on each meal to ensure that you are served your requested meal.
 - Pursuant to the Americans with Disabilities Act, please notify us if you require specific aids or services.
- **INTERNET ACCESS:** The hotel will provide wireless Internet access for all conference attendees on Tuesday and Wednesday. Please contact a TAG Staff member if you need an access code.

Conference Information

- **LANYARDS:** The color of the name badge's lanyard indicate the following:
 - BLUE: TAGLaw members
 - GREEN: TIAG Members
 - YELLOW: Conference speakers
 - RED: TAG Staff members, who will be able to assist you and answer any questions about the conference;
- **SPECIALTY GROUP SESSIONS:** All Specialty Group sessions are open to all TAGLaw and TIAG members, so you are welcome to join them even if you did not sign up for them during the registration process.
- **SPEAKER PRESENTATIONS AND MATERIAL:** You can download all the presentations and materials, before, during or up to 30 days after the conference from <http://conference.TAGLaw.com> or <http://conference.TIAGnet.com>. After 30 days the materials are moved to the member's only section of the TAGLaw and TIAG websites.



CONFERENCE QUICK GUIDE



Tours & Events

- Your name badge will indicate the Tours & Events that you are registered for. Your guest will also receive a similar name badge.
- Make sure you and your guest bring your name badges to every event
- Departure times are very strict; please make sure you are ready at the time specified in the Agenda; we will depart on time and cannot wait for late arrivals
- DRESS CODE:
 - Welcome Cocktail/Dinner: Business, business casual, cocktail attire
 - Gala Dinner: Cocktail attire
 - All Tours: Casual

Make The Most Of Your Conference Experience

- Review the list of conference attendees beforehand and make a note of the members from jurisdictions that are important for you and your business. Make sure you meet with them during the conference.
- Bring lots of business cards to exchange with other members.
- Feel free to let any TAG Staff member know if you need help finding someone or would like to get introduced to a specific member.
- There is no assigned seating for any of the sessions or events; make sure you sit at a different table on each event to make sure you meet more members.

Cancelation Policy

- Conference: Members canceling by April 29, 2013 will receive a full refund. Members canceling after April 29, 2013 will receive a credit of 50% against the price of another TAGLaw and TIAG international conference. This credit must be used within one year.
- Tours: Prior to April 29, 2013 a full refund will be issued. No refunds will be given if cancellation occurs after April 29, 2013.
- Hotel: Please contact the Taj Hotel to obtain their cancelation policy.
- If the conference cannot be held by reason of "force majeure" as defined in the contract with the conference hotel, conference and tour refunds will be made to the extent The Appleton Group is able to retain unpaid funds and recover funds previously paid in connection with the conference.

TAG Staff

The TAG Staff (shown below, from left to right) are here to help you should you have any questions about your conference experience.



- Peter Appleton Jones - Chairman & Founder
- Chris Cervellera – Director of Marketing
- Jacky Breeden - Vice President of Operations
- Bob Sattin – President
- Joe Farrell - Executive Director
- Lourdes Allende - Market Research Analyst
- Kenneth Mayers - Director, Member Relations
- Anne Appleton Jones - Vice President