

# MUNICH CONFERENCE “AT-A-GLANCE”



## Monday, October 21

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8:00 a.m. - 10:00 a.m.	<b>Conference Registration</b> ( <i>Maximilian Foyer</i> )
8:45 a.m. - 5:00 p.m.	<b>Early Bird Tour: The Sights and Sounds of Munich</b> ( <i>Meet in the hotel lobby at 8:45 a.m. and return at 5:00 p.m.</i> )
4:30 p.m. - 6:30 p.m.	<b>Conference Registration</b> ( <i>Maximilian Foyer</i> )
4:30 p.m. - 5:30 p.m.	<b>TAGLaw European Meeting</b> ( <i>Hofgarten III &amp; IV</i> )
6:30 p.m. - 7:30 p.m.	<b>Cocktail Party</b> ( <i>Maximilian Foyer</i> )
7:30 p.m. - 10:00 p.m.	<b>Welcome Dinner</b> ( <i>Maximilian Ballroom</i> )

## Tuesday, October 22

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7:30 a.m. - 8:45 a.m.	<b>Networking Breakfast</b> ( <i>Maximilian and Marstall Foyer</i> )
8:15 a.m. - 4:30 p.m.	<b>Guest Tour: The Linderhof Castle and Oberammergau</b> ( <i>Meet in the hotel lobby at 8:15 a.m. and return at 4:30 p.m.</i> )
9:00 a.m. - 9:15 a.m.	<b>Welcome</b> ( <i>Maximilian</i> )
9:15 a.m. - 10:30 a.m.	<b>Cyber Security for Professional Service Firms</b> ( <i>Maximilian</i> )
10:30 a.m. - 11:00 a.m.	<b>Networking Break</b> ( <i>Foyer</i> )
11:00 a.m. - 12:00 p.m.	<b>Session of Your Choice</b>  <b>Option #1: Partner Performance and Remuneration</b> ( <i>Marstall Suite</i> )  <b>Option #2: Optimizing Your Practice: How to Improve the Quality of Your Firm's Work Product</b> ( <i>Maximilian Ballroom</i> )
12:00 p.m. - 1:30 p.m.	<b>Lunch</b> ( <i>Salon Marstall</i> )
1:30 p.m. - 2:30 p.m.	<b>Session of Your Choice</b>  <b>Option #1: Making the Most of Directory and Ranking Opportunities for the Independent Law Firm</b> ( <i>Maximilian</i> )  <b>Option #2: Tax-Efficient Investments During the Financial Crisis</b> ( <i>Marstall Suite</i> )
2:30 p.m. - 3:00 p.m.	<b>Networking Break</b> ( <i>Foyer</i> )
3:00 p.m. - 4:15 p.m.	<b>Specialty Group Sessions</b> ( <i>All groups are open to all TAG Alliances members</i> ).  <b>Audit &amp; Assurance - TIAG</b> ( <i>Marstall I, II, &amp; III</i> ) Topic: Audit Planning  <b>Corporate and M&amp;A - TAGLaw</b> ( <i>Maximilian I &amp; II</i> ) Topic: TBA  <b>IP/IT &amp; Life Sciences - TAGLaw</b> ( <i>Hofgarten II</i> ) Topic: Implications of the European Unitary Patent System  <b>Litigation &amp; ADR - TAGLaw</b> ( <i>Hofgarten III</i> ) Topic: Group Update & A Unique Class Action Lawsuit in Germany  <b>TAG Tax - Joint</b> ( <i>Maximilian III</i> ) Topic: A Q&A Session with Dmitry Zapol
4:15 p.m. - 5:00 p.m.	<b>TAG Alliances Advisory Board Report</b> ( <i>Maximilian</i> )
6:45 p.m.	<b>Gala Dinner at The Residenz</b> ( <i>Depart the hotel lobby at 6:45 p.m.</i> )

# MUNICH CONFERENCE

## “AT-A-GLANCE” (Continued)



### Wednesday, October 23

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7:30 a.m. - 8:45 a.m.	<b>Networking Breakfast</b> ( <i>Maximilian &amp; Marstall Foyer</i> )
8:45 a.m. - 12:00 p.m.	<b>Guest Tour: The Neue Pinakothek Art Museum</b> ( <i>Meet in the hotel lobby at 8:45 a.m. and return at 12:00 p.m.</i> )
9:00 a.m. - 9:15 a.m.	<b>Opening comments and preview of Miami</b> ( <i>Maximilian</i> )
9:15 a.m. - 10:45 a.m.	<b>Specialty Group Sessions</b> ( <i>All groups are open to all TAG Alliances members.</i> )  <b>Employment &amp; Labor - TAGLaw</b> ( <i>Marstall III</i> ) <b>Topic:</b> ‘The Other Side’ of Our Labour and Employment Practice: What do We All Use for Charging?  <b>TAG Tax - Joint</b> ( <i>Marstall II</i> ) <b>Topic:</b> Avoiding German Withholding Tax Leakage  <b>Firm &amp; Practice Management and Best Practices - Joint</b> ( <i>Maximilian</i> ) <b>Topic:</b> Soft Skills for Hard Results  <b>Financial Institutions and Markets - TAGLaw</b> ( <i>Marstall I</i> ) <b>Topic:</b> International Impact of National Laws: Bank Operations, Derivatives Regulation and Enforcement Actions.
10:45 a.m. - 11:15 a.m.	<b>Networking Break</b> ( <i>Foyer</i> )
11:15 a.m. - 12:15 p.m.	<b>“Strategies of the Serengeti”</b> ( <i>Maximilian</i> )
12:15 p.m. - 1:30 p.m.	<b>Lunch</b> ( <i>Salon Marstall</i> )
1:30 p.m. - 2:00 p.m.	<b>Round-robin Session 1</b> Round-robin Session: Attend one 25-minute sessions out of a possible 3 topics  <b>Option 1A: Cash is King!</b> ( <i>Maximilian</i> )  <b>Option 1B: Making Use of Your Multidisciplinary Alliance</b> ( <i>Marstall I &amp; II</i> )  <b>Option 1C: Integrating Laterals</b> ( <i>Marstall III</i> )
2:00 p.m. - 2:30 p.m.	<b>Round-robin Session 2</b> Round-robin Session: Attend one 25-minute sessions out of a possible 3 topics  <b>Option 2A: Cash is King!</b> ( <i>Maximilian</i> )  <b>Option 2B: Making Use of Your Multidisciplinary Alliance</b> ( <i>Marstall I &amp; II</i> )  <b>Option 2C: Integrating Laterals</b> ( <i>Marstall III</i> )
3:15 p.m. - 5:30 p.m.	<b>Networking Tour: The BMW Complex</b> ( <i>Depart the hotel lobby at 3:15 p.m and return by 5:30 p.m.</i> )
7:30 p.m. - 11:30 p.m.	<b>Dinner &amp; Networking: The Ratskeller Restaurant</b> ( <i>Meet in the hotel lobby at 7:30 p.m. and return by 11:30 p.m.</i> )



Download session notes and materials at:  
**[tagalliances.com/conference](http://tagalliances.com/conference)**

~or~

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



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# 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](mailto:jacky@taglaw.com), [jacky@tiagnet.com](mailto:jacky@tiagnet.com), or [jacky@tag-sp.net](mailto:jacky@tag-sp.net).
  - 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
  - ORANGE: TAG-SP 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 TAG Alliances' members, so you are welcome to join them even if you did not sign up for them during the registration process.

# CONFERENCE QUICK GUIDE



- **SPEAKER PRESENTATIONS AND MATERIAL:** You can download all the presentations and materials, before, during or up to 30 days after the conference from

[www.tagalliances.com/conference](http://www.tagalliances.com/conference). After 30 days the materials are moved to the member's only section of the TAGLaw, TIAG, and TAG-SP websites.

## 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 ensure you meet more members.

## Cancellation Policy

- **Conference:** Members canceling by October 14, 2013 will receive a full refund. Members canceling after October 14, 2013 will receive a credit of 50% against the price of another TAG Alliances international conference. This credit must be used within one year.
- **Tours:** Prior to October 14, 2013 a full refund will be issued. No refunds will be given if cancellation occurs after October 14, 2013.

# CONFERENCE QUICK GUIDE



- **Hotel:** Please contact the Hotel Vier Jahreszeiten Kempinski 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
- Samantha Lutz – Marketing Assistant
- 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 of Member Relations
- Anne Appleton Jones - Vice President