

**Minutes of the Meeting of
the TAGLaw Litigation and ADR Specialty Group**

Amsterdam - May 12, 2010

PRESENT:

Steve Allen	Rob Klein	Godwin Richard
Richard Attisha	Eric Laevens	David Rintoul
Jens Brede	Alex Lever	Mike Thomas
Simon Fitzpatrick	Sara Liesker	Dan R. Waite
Hugh Garvey	Jonathan Lloyd-Jones	Simon Ward
Margaret Gibson	Ken MacLean	Ralph Wellington
Stephen James	Michael Penman	Frank Young
Jeff Knowles		

1. Opening

Michael Penman and Alex Lever opened the meeting and welcomed all the members. Willis Orton, the third Co-Chair was unfortunately not able to attend the meeting. Rob Klein kindly acted as secretary for the meeting.

2. Capability Statements

The Capability Statements can be used to introduce and recommend another TAGLaw firm in case of a referral. The Capability Statements are posted on the “members only” part of the TAGLaw website. It is intended that the Capability Statements will be available for the public the Fall of 2010. Members are encouraged to file their Capability Statements by then.

It is suggested that the Capability Statements be promoted to all the other TAGLaw members through the weekly TAGLaw announcements.

Capability Statements can be updated by sending updated Capability Statements to one of the Co-Chairs.

3. How to be more active as a group and how to have more success

It is noted that the Capability Statements are a passive tool, as opposed to an active tool that could help us to become more successful as a group.

First, we need to know which companies/clients we are targeting. Our group should not be targeting companies that go for the “safe choice” (i.e. larger companies with an in-house lawyer who protects his position by using only “top tier” firms). Instead, we should target smaller international companies and companies that are expanding their businesses internationally.

There was a discussion as to whether there are any events where we could or should present ourselves as a group, in much the same way as the Real Estate Speciality Group has done. Selling litigation is not a fancy service to sell. It was felt that If we decide to market ourselves, we should attend trade conferences and focus on industries/trades and the experience we have in such industries/trades.

Another possibility of a more active nature is to share clients with each other. For example two members could agree to introduce themselves to five clients of the other firm. It was agreed that, while we can always take that approach on a firm by firm basis, it would be preferable for us as a group to prepare a list of industries/trades in which members are active in a specialized manner. That list would not be limited to litigation / ADR experience only and has to focus on just the industries in which the member has expertise. Lists would also include a specific description of the relevant expertise within the industries. It was agreed to circulate the list of industries each member is active in. That list will be posted on the specialty group site. Simon Fitzpatrick, Ralph Wellington, Alex Lever and Michael Penman will coordinate.

There was a discussion regarding contacting Chambers of Commerce or Consuls General to the activities of our group and provide them with the Capability Statements. Jennifer indicated that TAGLaw would be willing to support contact with the Chambers of Commerce. It was noted that we would not be highlighting only litigation expertise to but the firms' full range of expertise.

Finally, it was suggested that the contact information for the marketing manager of all TAGLaw firms be prepared so that they may contact each other to jointly come up with ideas for a marketing strategy.

4. Regional meetings

There was discussion as to whether there should be various regional meetings of the Litigation and ADR Specialty Group between the international conferences. However, it was noted that regional meetings tend to cluster around economic realities. As well, the intention of regional meetings is more to send as many young lawyers as possible so that they, too, get to know each other and TAGLaw. From that perspective, there may be not much continuity involving those attending the regional meetings.

At least for now, we will not try to link the regional meetings and our speciality group meetings,

5. Closing

Michael and Alex closed the meeting and they thanked everybody for their input. They hope to see everybody in Toronto in October 2010.

Michael / Alex (Rob)