



2016 Midyear Meeting

February 20-25

HIGHLIGHTS

Data Breach: Principles, Practice,
and the Public Interest

IADC Talks: Social Justice

Becoming an Agent of Change -
Promoting Gender Equality in the
Legal Workplace

The Power of Brands

What Practitioners Need to Know
About the New Scope of Discovery
and How to Avoid Spoliation Sanctions



Foundation Forum Speaker
Shiza Shahid
*Co-Founder and Global Ambassador
of the Malala Fund*



The Inn at Spanish Bay™ - Pebble Beach, California

Tuesday, February 23 continued...

8:45 - 10:15 a.m.

What Practitioners Need to Know About the New Scope of Discovery and How to Avoid Spoliation Sanctions

Sponsored by the Drug, Device and Biotechnology Committee

Important amendments to the Federal Rules of Civil Procedure have been approved by the Supreme Court and are effective December 1, 2015. The new rules are designed to improve the discovery process, including establishing that discovery must be proportional to the claims and defenses in the action. Additionally, the amendments for the first time set reasonable criteria for the imposition of spoliation sanctions. Lawsuits are increasingly becoming litigations about litigations, particularly when the merits are lacking. The Actos litigation, for example, has been a case study in different applications of different rules with similar fact patterns leading to widely varying results.

The new rules are the culmination of years of work by many invested in improving process and results on this ever changing and challenging subject. Inside and outside counsel must now keep the momentum going and continue to work for appropriate interpretation and implementation of these rules, so as to make sure the hard work translates into new and impactful results. The reality is while the new rules create an opportunity for a much more rational and predictable approach to discovery and preservation issues, those that prefer the old approach will be working to maintain the status quo and are already coordinating to blunt the intended impact of the new rules. There remains significant room for interpretation in several important areas of the new rules, and how those areas are interpreted will dictate whether spoliation sanctions continue to be an ever present and common threat to corporations.

In this program, IADC members will learn where the battlegrounds are in the new rules and how to prepare themselves and their clients to prevail on these issues.

Moderator: *Jeffrey R. Lilly, Gordon & Rees, LLP, Austin, TX USA*

Speakers: *Alex Dahl, Lawyers for Civil Justice, Washington, DC USA; Robert L. Levy, Exxon Mobil Corporation, Houston, TX USA*

8:45 - 10:15 a.m.

The Power of Brands

Sponsored by the In-House and Law Firm Management Committee

This thought-provoking presentation will challenge the listener to understand and ultimately unlock the mystery of why powerful brands achieve their sustainable impact. The presentation will first address company and product brands and then will apply the same principals to law firms and individual lawyers. The principals taught will enable companies, law firms, and individuals to refresh and re-energize their brand in a unique, "human-focused" manner.

Speaker: *George Schell, Coca-Cola, Chief Marketing Counsel, Atlanta, GA USA*

10:30 a.m. - 12:00 p.m.

CLE/GENERAL INTEREST

Memory Power for Lawyers (and All Those With Too Much On Their Minds)

Sponsored by the Medical Defense and Health Law Committee

Whether it's knowing the names and details of clients or acquaintances, a room full of people, passwords, or numbers, key facts from negotiations or closing arguments, the surest path to credibility, influence, and success is training yourself to have a remarkable memory.

In this unforgettable session, explore the science of MemoryPower and master Scott Bornstein's system for unflinching recall for names and faces. Sharpen personal and professional performance, impact important relationships, and most importantly, manage the information overload in your life.

Speaker: *Scott Bornstein, MemoryPower, Mission Viejo, CA USA*

