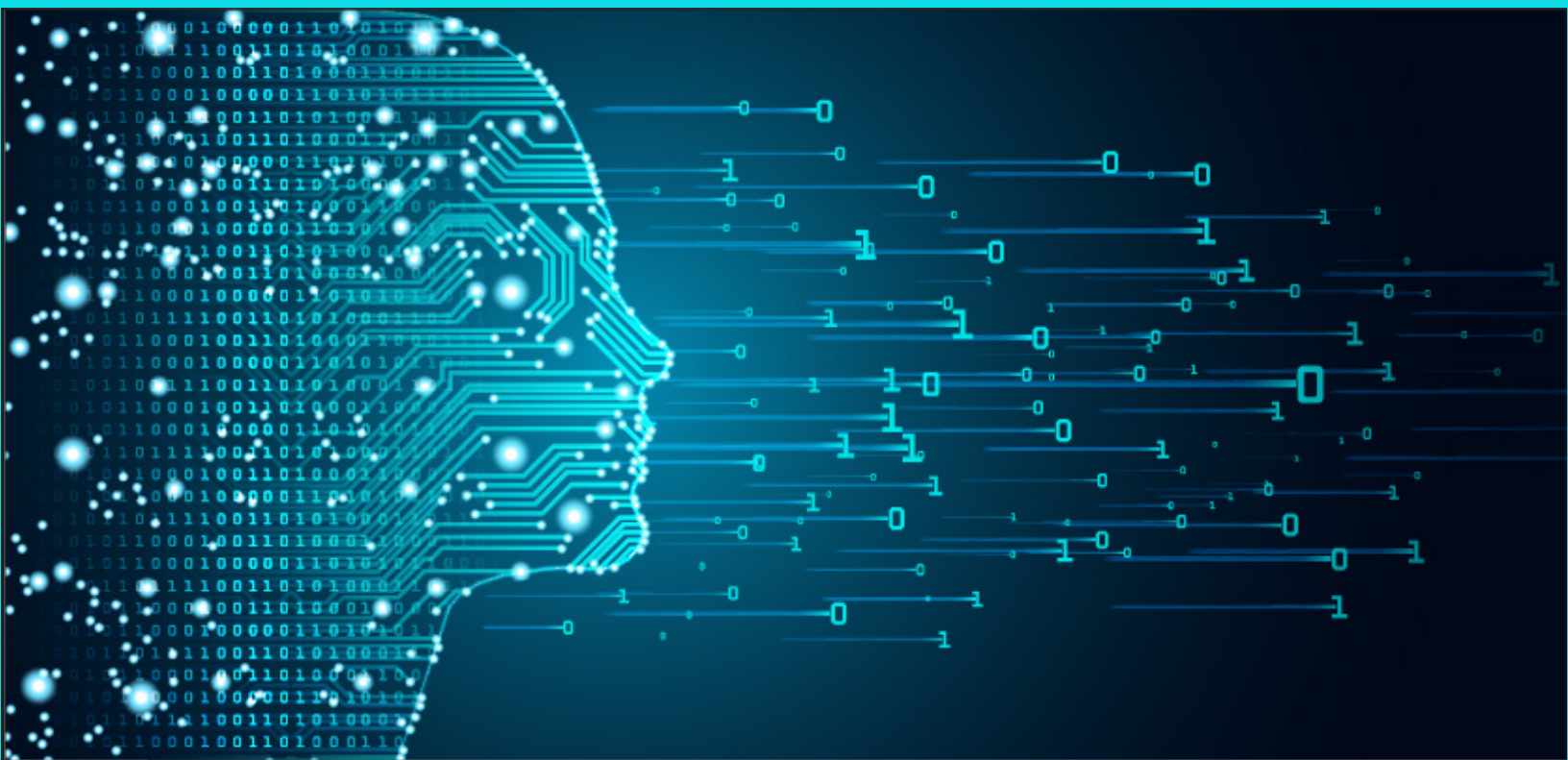




ALFA International
THE GLOBAL LEGAL NETWORK

2024 EUROPEAN CLIENT SEMINAR



**MANAGING AI: HOW YOUR BUSINESS CAN
MITIGATE LEGAL & REGULATORY RISKS**

Amsterdam, The Netherlands | 21 March 2024

SEMINAR PROGRAM SCHEDULE

Thursday, 21 March 2024

Program at HOFF

World Trade Centre (WTC) Tower | Strawinskylaan 257 | 1077 XX | HOFF

12.00 – 13.00

REGISTRATION & LUNCH

HOFF is a 15-minute drive from the hotel Pulitzer Amsterdam. If you wish to rideshare with fellow attendees, please meet in the hotel lobby at 11.30. Upon arrival at the WTC Tower, follow signs to the conference meeting center HOFF.

Attire is business casual.

13.00 – 17.00

PROGRAMMING – MANAGING AI: HOW YOUR BUSINESS CAN MITIGATE LEGAL & REGULATORY RISKS

13.00 – 13.30

WELCOME AND Q&A

Speaker:

Cees-Frans Greeven, *European Regional Group Chair*, BUREN, Amsterdam, The Netherlands

13.30 – 14.15

IMPACT OF GENERATIVE AI ON LEGAL OPERATIONS

Before starting to discuss the regulatory framework of AI and how to mitigate business and legal risks, our external speaker Lennert Hoogvliet will talk about the impact of Generative AI on Legal Operations. Lennert has a demonstrated history of working in the computer software and legal industry and is a seasoned eDiscovery professional. With his tech-savvy approach and a robust background in high-stakes cases across Europe and the UK he advises market players when developing AI models. He is now associated as EVP of Sales EMEA with global provider Reveal Data and drives innovation in the dynamic eDiscovery landscape.

Speaker:

Lennert Hoogvliet, *Keynote Speaker, Executive Vice President Sales EMEA*, REVEAL DATA, Amsterdam, The Netherlands

14.15 – 14.35

BREAK

SEMINAR PROGRAM SCHEDULE

14.35 – 15.35

AI REGULATIONS, ETHICS, POLICY, IP AND GOVERNANCE

The panel will introduce the AI regulatory landscape and describe:

- Key characteristics of AI and global approaches to AI law and regulation
- Core principles for AI regulation comparing UK, US and EU models and why this is relevant
- Overviews of the EU AI Act and EU's approach to regulation and the UK's approach to AI regulation
- Key legal issues for AI including Product Liability, IP, Data protection and Employment law/bias and discrimination

Speakers:

Mark Bailey, CHARLES RUSSELL SPEECHLYS, London, England
Kim Campion, CHARLES RUSSELL SPEECHLYS, Paris, France
John Sykes, CHARLES RUSSELL SPEECHLYS, London, England
Klaas van der Graaf, BUREN, Amsterdam, The Netherlands
Suzan van de Kam, BUREN, The Hague, The Netherlands
Lotte Varkevisser, BUREN, The Hague, The Netherlands

15.35 – 15.50

BREAK

15.50 – 16.50

WHAT ARE BUSINESSES DOING TO ADOPT AI IN COMPLIANCE WITH THE LAW?

Key workstreams:

- AI governance framework and preparedness to comply – how effective are these “guardrails”
- Classifications of AI and appetite for use within the business – what is prohibited and what is not?
- AI inventory and mapping
- AI risk assessments and transparency notices
- Contract updates
- Third party risk and management
- Standards, equality managements and systems (eg NIST)
- Technology infrastructure issues and ESG
- Training education and awareness/continual improvement

Speakers above

SEMINAR PROGRAM SCHEDULE

16.50 – 17.00

CONCLUDING REMARKS & THANK YOU

Speaker:

Cees-Frans Greeven, *European Regional Group Chair*, BUREN, Amsterdam, The Netherlands

17.00 – 17.45

COCKTAIL RECEPTION

Join us after the program for a drink and 'bitterballen' at De Blauwe Engel (located in the same building as meeting) from where attendees will walk 14-minutes to embark on the canal boat.

18.00 – 21.00

PRIVATE RIVER CRUISE & DINNER

SOCIAL EVENT



AMSTERDAM BOATS LOCATELLIKADE, AMSTERDAM

18.00 - 21.00

Join ALFAI's European members for a private river cruise and dinner through the historic Amsterdam canals!

SPEAKERS



MARK BAILEY is a partner at Charles Russell Speechlys, the ALFA International member firm in London, England. Mark is a highly experienced technology lawyer who provides advice on a variety of technology, infrastructure and commercial contract matters for clients ranging from growing businesses to banks, infrastructure providers and major suppliers and buyers of IT services. He combines in-depth commercial expertise, specialist technology know-how and a highly practical approach to advising clients on a range of matters, including IT services agreements, software licensing, cloud outsourcing, facilities management, data centres, internet and e-commerce issues. Mark works across several sectors but has particular expertise in advising within financial services and retail.



KIM CAMPION is a partner at Charles Russell Speechlys, the ALFA International member firm in Paris, France. Kim leads Charles Russell Speechlys' Employment team in Paris. He advises mostly international companies or groups of companies on all aspects of French employment law relating to their French operations (whether on individual or collective matters), and in particular, in connection with restructurings or M&A. Kim also represents his clients in their in-court and out-of-court proceedings (litigation and settlement negotiations). He has recognised expertise concerning collective employment issues including negotiations with trade unions, works councils and staff representatives, definition and implementation of collective redundancies, and negotiation of collective agreements. He assists his clients in connection with their day-to-day human resources issues, such as recruitment, employment contracts and dismissals, staff representative elections or drafting of collective agreements.

SPEAKERS



KLAAS VAN DER GRAAF is a partner and lawyer at BUREN, the ALFA International member firm in Amsterdam, The Netherlands. He specializes in commercial contracting and commercial dispute resolution. He has more than 10 years of experience in the legal sector, gained as a lawyer and corporate lawyer at a major car manufacturer. Klaas supports clients in the full range of their sales and purchasing activities, including the preparation of agency and distribution agreements, framework agreements, general terms and conditions, e-commerce, advertising communications, in a practical and commercially oriented manner. His expertise also extends to contact with relevant market regulators. In addition, Klaas has a thorough knowledge of consumer law and EU law relating to emerging technology, product liability and the sale of goods. Klaas is also an experienced litigator and has represented clients at all Dutch judicial authorities (first instance, appeal and summary proceedings), as well as in arbitration and mediation proceedings. His litigation practice includes (complex) contractual disputes, product liability disputes, attachment and enforcement proceedings, enforcement proceedings and disputes relating to M&A and corporate governance. Klaas has an LLM in private and corporate law from the University of Groningen (2013). During his studies he was chairman of the board of the Study Association for Private Law in Groningen. Klaas is a member of the Dutch Civil Law Association and the Corporate Litigation Association.



CEES-FRANS GREEVEN is a partner and lawyer at BUREN, the ALFA International member firm in Amsterdam, The Netherlands. Cees-Frans focuses on advising clients on the Dutch and Luxembourg aspects of corporate and PEVC transactions, including spin-offs, international restructurings and corporate joint ventures. Cees-Frans also works with institutional and private clients on issues related to investment management.



LENNERT HOOGLIET has a demonstrated history of working in the computer software and legal industry and is a seasoned eDiscovery professional. With his tech-savvy approach and a robust background in high-stakes cases across Europe and the UK he advises market players when developing AI models. He is now associated as EVP of Sales EMEA with global provider Reveal Data and drives innovation in the dynamic eDiscovery landscape.

SPEAKERS



SUZAN VAN DE KAM is a partner and lawyer at BUREN, the ALFA International member firm in The Hague, The Netherlands. She advises on a full spectrum of complex employment issues including litigation and dispute resolution, (European) works councils and unions and the employment aspects of all types of corporate transactions. She obtained her degree in Dutch law from Radboud University Nijmegen in 1985, and joined BUREN in 1999. Her final thesis on the 'Condition Subsequent in Employment Agreements' was awarded the Levenbach thesis prize. Suzan completed the Grotius specialisation course on Employment Law and was a lecturer in employment law for the Dutch Bar Association. Suzan is a member of the Dutch Employment Law Association (VAAN) and the The Hague Chapter of the Employment Law Association (VHA).



JOHN SYKES is a partner at Charles Russell Speechlys, the ALFA International member firm in London, England. John is recognized as a leading litigator for UK and international dispute resolution and specializes in commercial litigation, arbitration, and mediation. He is a specialist in corporate dispute resolution currently working with companies and individuals in shareholder and joint venture disputes, director duties, Share Purchase Agreement claims, partnership, and claims of corporate fraud. International work this year has included work in the USA, Sierra Leone, Zambia, France, Norway, and the Middle East. John acted for the successful Respondent in the leading case on share valuation *Irvine v Irvine*. Additionally, John acts for global technology firms in complex technology development dispute and is currently working on a cross-border trade agreement between France, the US and England, with claims regarding the installation of smart meter technology in homes and between leading mobile telephony operators. John's work in financial services includes the multi-billion-dollar *Awal* litigation, complex aviation financing, and enforcement of loan agreements.



LOTTE VARKEVISSER is an associate and lawyer at BUREN, the ALFA International member firm in The Hague, The Netherlands. She specialises in employment law and advises both employers and employees on aspects of employment law particularly for medium-sized and large firms. She also has an additional affinity with sports law employment cases.