



2015 Primerus Global Conference
September 30 – October 4, 2015
Radisson Blu Hotel - Amsterdam, Netherlands
Address: Rusland 17 / NL-1012 CK Amsterdam / Tel: +31 20 623 1231

Wednesday, September 30th

6:00 p.m. - 7:30 p.m. **Cocktail Reception - Graciously Sponsored by Primerus Member Russell Advocaten B.V.**
Address: Reimersbeek 2 / 1082 AG Amsterdam

7:30 p.m. - 9:30 p.m. **Primerus Ambassadors Committee Dinner**
Address: Reimersbeek 2 / 1082 AG Amsterdam

Thursday, October 1st

9:30 a.m. - 11:00 a.m. **Managing Partners Section Forum: Your Biggest Challenges as a Law Firm Manager (Wapen A&B)**

- Moderator: Pippa Blakemore - The PEP Partnership LLP (Reading, United Kingdom)

11:30 a.m. - 12:45 p.m. **Women Lawyers Section Lunch Meeting (*a la carte*)**
Palmboom Restaurant (Radisson Blu Hotel)

1:00 p.m. - 6:00 p.m. **Primerus Legal Risk Management Seminar: A Comparative Analysis by World Region (Wapen A&B)**

4:00 p.m. - 6:00 p.m. **Primerus Personal Injury Institute Meeting (Batavia)**

6:30 p.m. - 8:00 p.m. **Opening Cocktail Party (Passage Room)**
Hosted by the Primerus Young Lawyers Section

Friday, October 2nd

7:00 a.m. - 8:00 a.m. **Breakfast - for Radisson Blu Hotel Guests (Palmboom Restaurant)**

7:15 a.m. - 7:45 a.m. **First Time Attendee Meeting (Wapen A&B)**
Sponsored by the Primerus Ambassadors Committee (Breakfast not included)

8:00 a.m. - 8:50 a.m. **Welcome, Opening Remarks, and Member Introductions (Wapen A&B)**

- Jack Buchanan, Primerus Founder & President (Grand Rapids, MI)
- Prof. Dr. Eckart Brödermann - Brödermann Jahn (Hamburg, Germany)

8:50 a.m. - 9:50 a.m. **Marketing Trends in the Industry - Is Your Firm Prepared? (Wapen A&B)**

- Ross Fishman - Fishman Marketing (Chicago, IL)

9:30 a.m. - 11:00 a.m. **Spouse/Guest Coffee/Tea (Atrium Garden)**

9:50 a.m. - 10:15 a.m. **Break**

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Friday, October 2nd (continued)

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| 10:15 a.m. - 11:15 a.m. | Give a Winning Presentation to Generate New Business (<i>Wapen A&B</i>) <ul style="list-style-type: none">• Pippa Blakemore - The PEP Partnership LLP (Reading, United Kingdom) |
| 11:15 a.m. - 12:15 p.m. | Roundtable Discussion: Leveraging Your Primerus Membership to Grow Your Firm (<i>Wapen A&B</i>) <ul style="list-style-type: none">• Pippa Blakemore - The PEP Partnership LLP (Reading, United Kingdom)• Ross Fishman - Fishman Marketing (Chicago, IL)• Bob Brown - Donato, Minx, Brown & Pool, P.C. (Houston, TX) |
| 12:15 p.m. - 1:00 p.m. | Networking Luncheon (<i>Palmboom Restaurant</i>) |
| 1:00 p.m. - 6:00 p.m. | Leisure Activities <ul style="list-style-type: none">• Zaanse Schans Windmill Area Tour
(Tour departs at 1:00 p.m. - Arrive early)• Walking Tour/Museum van Loon
(Tour departs at 1:00 p.m. - Arrive early)• Amsterdam Golf Club
(Meet in hotel lobby - Box lunch provided - Van departs at 12:30 p.m.) |
| 6:00 p.m. - 6:45 p.m. | Young Lawyers Section Meeting (<i>Pastorie Bar at Radisson Blu Hotel</i>) |
| 7:00 p.m. - 10:00 p.m. | Cocktail Party & Tobacco Theater Ritz Dinner Show
<i>Short walk to the Tobacco Theater (5 minutes away)</i>
<i>Address: Nes 73-87 / 1012 KD Amsterdam</i> |



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Saturday, October 3rd

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| 7:00 a.m. - 8:00 a.m. | Breakfast - for Radisson Blu Hotel Guests (<i>Palmboom Restaurant</i>) |
| 7:15 a.m. - 7:45 a.m. | Succession Law Practice Group Meeting (<i>Wapen A&B</i>) |
| 7:45 a.m. - 8:00 a.m. | Welcome (<i>Wapen A&B</i>) <ul style="list-style-type: none">• Chad Sluss, Primerus Senior Vice President of Services (Grand Rapids, MI) |
| 8:00 a.m. - 9:00 a.m. | Roundtable discussion - Overcoming Cross-Cultural Differences and Effectively Working Together in a Global Marketplace: Legal and Non-legal Aspects (<i>Wapen A&B</i>) <ul style="list-style-type: none">• Co-Moderator: Tina Denso - Brödermann Jahn (Hamburg, Germany)• Co-Moderator: Dr. Andrea Tiedemann - Brödermann Jahn (Hamburg, Germany)• Panelist: Brian Davidoff - Greenberg Glusker (Los Angeles, CA)• Panelist: Jonathan Pearce - Marriott Harrison LLP (London, England)• Panelist: Julian Felipe Rojas Rodriguez - Pinilla González & Prieto Abogados (Bogota, Colombia)• Panelist: Suwit Suwan - Navinlaw (Bangkok, Thailand)• Panelist: Mercedes Tort - 1961 Abogados y Economistas (Barcelona, Spain) |
| 9:00 a.m. - 10:15 a.m. | Social Media and Legal Ethics - A Global Perspective (<i>Wapen A&B</i>) <ul style="list-style-type: none">• Moderator: Mark Berman - Ganfer & Shore, LLP (New York, NY)• Panelist: Reinier Russell - Russell Advocaten B.V. (Amsterdam, Netherlands)• Panelist: Murray Thornhill - HHG Legal Group (West Perth, Australia)• Panelist: Carole Bos - Bos & Glazier, P.L.C. (Grand Rapids, MI) |
| 10:15 a.m. - 10:40 a.m. | Break |
| 10:40 a.m. - 11:40 a.m. | Primerus Six Pillars "Reasonable Fees" Panel Discussion: Charging Reasonable Fees and Avoiding Fee Disputes (<i>Wapen A&B</i>) <ul style="list-style-type: none">• Moderator: Duncan Manley - Christian & Small LLP (Birmingham, AL)• Panelist: John Pearce - Montgomery Barnett, L.L.P. (New Orleans, LA)• Panelist: Gary Kellar - Spicer Rudstrom, PLLC (Nashville, TN)• Panelist: Simon Creek - HHG Legal Group (West Perth, Australia)• Panelist: Atul Dua - Seth Dua & Associates (New Delhi, India)• Panelist: Luis Montes - Guardia Montes & Asociados (San Jose, Costa Rica)• Panelist: Seth Price - Price Benowitz, LLP (Washington, DC) |

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Saturday, October 3rd (continued)

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| 11:40 a.m. - 12:15 p.m. | Primerus Personal Injury Institute Meeting (<i>Hotel Lobby</i>) |
| 11:40 a.m. - 12:15 p.m. | Primerus Business Law Institute Meeting - All Regions (<i>Wapen A&B</i>) |
| 11:40 a.m. - 12:15 p.m. | Primerus Defense Institute Meeting (<i>Mauritius Room</i>) |
| 12:15 p.m. | Lunch on Your Own |
| 1:00 p.m. - 5:00 p.m. | Leisure Activities <ul style="list-style-type: none">• Rijksmuseum or Van Gogh Museum Tour
(Tour departs at 1:00 p.m. - Arrive early)• Anne Frank House Walking Tour
(Tour departs at 1:00 p.m. - Arrive early) |
| 5:45 p.m. | Meet in Hotel Lobby for Cocktail/Dinner Cruise |
| 6:00 p.m. - 10:00 p.m. | Cocktail Cruise and Prins Van Oranje Dinner Cruise
<i>The cocktail cruise leaves the canal dock in front of the hotel at 6:00pm, taking guests to the Prins Van Oranje. Guests will return to the Radisson Blu Hotel at 10:00pm by canal boat.</i> |