

The Power of Storytelling IR Global Annual Conference

26th - 29th October, 2019 Conference Centre Beurs van Berlage Amsterdam







Message from the Founder

Dear Attendees.

It was wonderful to welcome so many of you to my home city of Amsterdam.

This was our most ambitious event to date with a record number of 370 attendees, representing 80+ jurisdictions around the world. With an extended programme running from Friday to Tuesday evening.

The conference offered a social programme that included private dinners, golf, wine tasting, drinks reception, gala dinner, disco and even some new additions such as escape room experiences, a martial arts workshop and canal cruises. Whilst professionally we had breakout sessions, workshops, working breakfast & lunches, with a variety of high profile speakers.

The theme of this year's event was 'The Power of Storytelling' and we attempted to intertwine this conceptually through art, music, performance and professional content. Our intention to reach you on a variety of different levels both consciously and subconsciously about identifying and sharing your own story to listening to the stories which exist around you.

Within this pack, you will find details of all presentations, along with links to photos and video galleries. If you would like a high-resolution copy of any image, please let us know and we will happily send it on to you.

Please note our events for 2020 are Miami 22nd – 25th January, Bangkok 22nd – 25th April, Zurich 2nd – 4th July and London 12th – 15th September.

We hope to see many of you there. As a reminder, these are all limited ticket events to ensure effective relationship development time. To ensure you don't miss out, please register your interest via events@irglobal.com.





Thomas Wheeler, Founder

In this pack:

Message from the Founder	3
Member of the Year 2020	5
Event Sponsors	6
Social Drinks Sponsors	10
Evening Dinner Sponsors	11
Exhibitors	12
Keynote Speakers	15
Rising Stars Programme	16
Breakout Sessions	17
Workshops	18

Watch the	event		AUS
highlights	film 🐺	35)	
youtu.be/bykCallKyM4			
Walls		20	100
7			3
No. of Part Street,			

Breakfast Meetings & Working Lunches	19
R Global Update	20
Member Coverage	21
Orinks Reception	24
Breakout Sessions & Workshops	26
Evening Dinner	28
Presentations	30
our Photos from the Event	32
Forthcoming Events in 2020	34
Contacts	35



Member of the Year 2020:

Alex Canham

Herrington Carmichael LLP, England

www.herrington-carmichael.com alex.canham@herrington-carmichael.com



Following voting via an online poll prior to the conference; we were pleased to announce during the conference that Herrington Carmichael LLP is the winner of this year's 2019 Member of the Year award.

Herrington Carmichael LLP is a leading commercial law firm based in the United Kingdom; its clients ranging from individuals to international businesses; offering advice on corporate and banking services, property and real estate matters, tax and estate planning, employment law and dispute resolution / litigation.

Herrington Carmichael LLP aims to establish and build longterm relationships with its clients, taking the time to understand their business, long-term objectives and concerns.

With experience of working with clients looking to invest or expand into the United Kingdom, the firm offers high-quality and commercially astute advice to both private individuals and businesses alike

Congratulations also to this year's finalists:







John Wolfs Managing Director, Wolfs Advocaten

HEADLINE SPONSOR





Contact details

john@wolfsadvocaten.nl

+31 (0)43 356 15 70

The Netherlands

www.wolfsadvocaten.nl

About

The Managing Director of Wolfs Advocaten, John Wolfs, is a thoroughbred entrepreneur and founder of Wolfs Advocaten. He has worked as an attorney for 26 years, initially for leading firms in Washington DC and Rotterdam, before founding Wolfs Advocaten in Maastricht 16 years ago.

John is well known for his creativity, specialist (sector) knowledge and the top quality service he provides. He is direct, proactive, constructive and able to analyse situations quickly. He is also pragmatic. John Wolfs often lectures in the field of (international) transport and customs law, (international) commercial law and insurance law.

In his private time, John enjoys playing squash and running. He has completed the marathons in New York, San Francisco and Amsterdam for example.

Firm Description

With offices in Maastricht, Roermond and Venlo, Wolfs Advocaten specialises in legal solutions for entrepreneurs in the Netherlands and abroad. Wolfs Advocaten is a so-called full-service firm, where all areas of (civil) law are covered. The firm is mainly specialised in the field of (international) transport law, business law, international commercial law, customs law and insurance law.

Wolfs Advocaten now consists of a young, dynamic team of around 20 attorneys, lawyers and support staff. Wolfs Advocaten employs true team players, who make efficient and optimum use of each other's expertise. You know and will otherwise find that we are business-like, realistic, effective and accessible, as well as being very expert in 'our' legal



Lotte Oostdam

I.oostdam@wolfsadvocaten.nl

+31 (0)43 356 15 70

Rising Star

Roland Rompelberg

Managing Partner, Maprima

HEADLINE SPONSOR



Contact Details:

▼ roland.rompelberg@maprima.com

) +31 (0)43 365 3067

■ BeNeLux

www.maprima.com



Theo Coulen

theo.coulen@maprima.com

J +31 (0)43 365 3067



Thierry Stas

thierry.stas@maprima.com

) +352 (0)277 23 211



About

Roland Rompelberg holds academic degrees in industrial engineering, management and business administration and is qualified as a CPA (in The Netherlands as well as in Luxembourg). He is the lead partner for both corporate clients and wealthy families. His area of expertise lies within real estate investments as well as international holding and asset protection structures. Within Maprima Roland focuses on business development, both for the Netherlands and Luxembourg.

Firm Description

Maprima is an established professional service provider with a track record of almost twenty years. We are a BeNeLux based firm with offices in the Netherlands, Luxembourg and Belgium. Most of our clients are internationally active companies and wealthy families. We are proud to have developed long standing relationships with these clients. Our team consists of more than twenty hands on professionals (administration, reporting, fiscal compliance, legal, management) working together in a flat organization. Our size allows us to offer the technical expertise, continuity and experience needed in English, French, German or Dutch. At Maprima we do not consider our clients as "files". Clients are the very reason of our existence. The absence of a large overhead allows us to offer services at a reasonable fee level.

Over the years we have developed a good understanding of our client's needs. It is this very understanding that helps us unburden our clients by making the BeNeLux aspects of their business as easy and smooth as possible.

Nicholas V. Chen

Partner, Pamir Law Group

HEADLINE SPONSOR



Contact Details

nchen@pamirlaw.com

J +886-2-5588-1788

China & Taiwan

www.pamirlaw.com



Jennifer Atkinson

jatkinson@pamirlaw.com

J +886-2-5588-1799



Jian Zhang

jzhang@pamirlaw.com

+86-21-3669-6955



About

Nick, managing partner of Pamir Law Group, has been traveling and working in China since 1973. He is a practical, street-smart client resource providing integrated business/legal advice supporting client growth, delivery of results, cost effectiveness, clear communication, and home turf advantage. He develops/implements practical cross border strategies/programmes to achieve safer business operations and growth. He helps clients manage, protect and grow their businesses safely with practical effective solutions across a full range of financial, manufacturing, sourcing, distribution, and service industries. His four decades of practical China market experience delivers more impactful strategic planning or specific project/operational results. Whether planning strategic downsizing/ re-positioning of supply chains, protecting IP/technology/trade secrets; implementing integrated labor management programmes; conducting full FCPA/corruption and corporate due diligence and securing EHS and anti-competition regulatory approvals for combinations; structuring effective corporate/tax structures to support the business; training legal and management teams in operational issues, he supports business and legal officers to achieve their goals. He supports on dispute resolution matters and is an arbitrator on four China and European tribunals. He attended Yale and NYU Law School.

Firm Description

"Award-winning international legal and business consulting firm"

Pamir Law Group provides practical/effective business and legal advisory services related to China/Taiwan inbound/outbound matters from our offices in Shanghai and Taipei.

We have a long track record of successfully supporting IR-Global members and their clients in a full range of cross-border matters, including corporate/commercial investment and dispute resolution matters.

We are the home-turf advantage for IR partners and help integrate an intimate familiarity with existing/pending local legal and business trends to create safe and effective client solutions.

IR cooperators describe us as "trusted advisors": "street smart, practical and effective": "family doctors", "partners", "profit centers" and "bodyguards". We are the "Go To" team for critically important client cases in China/Taiwan.

As global supply chains shift out from China, as the disruption of the US techno trade war deepens, Pamir actively seeks committed long-term relationships with like-minded full service cooperators. We seek to team for mutual benefit to deliver two way inbound/ outbound solutions as we prepare for the rising Chinese outbound investment tsunami. We seek long-term reciprocal relationships based on trust, respect and fairness.

Social Drinks Sponsors



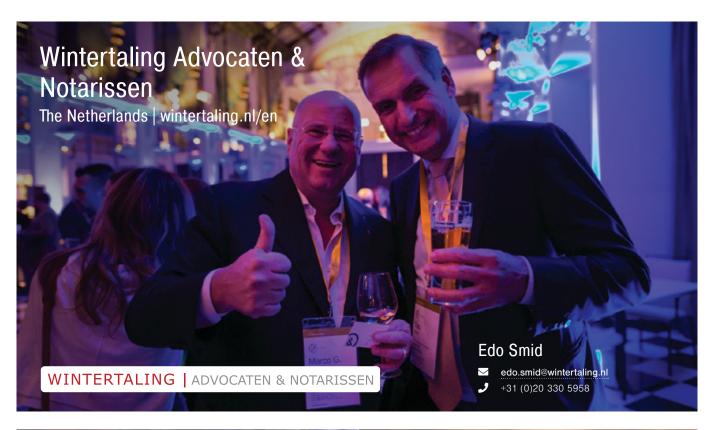


Evening Dinner Sponsors

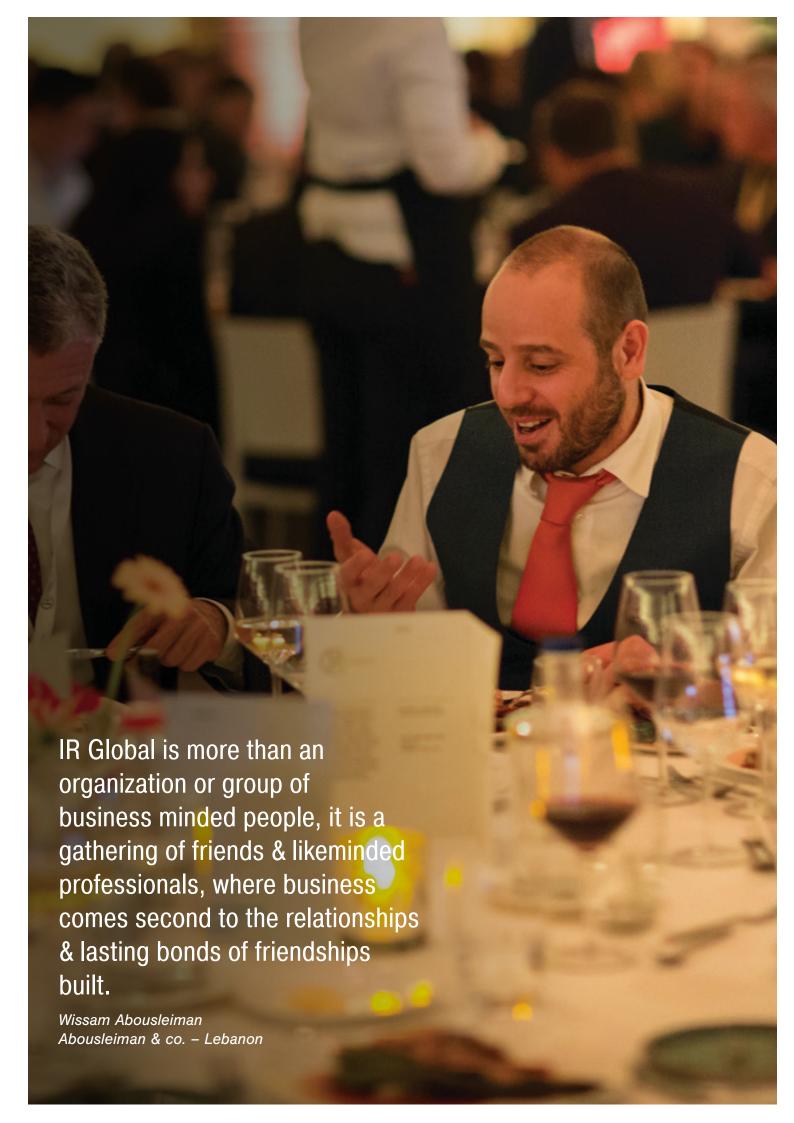




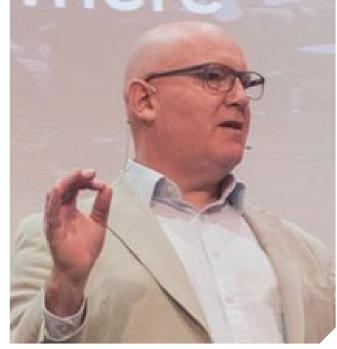
Exhibitors











Julian Treasure

juliantreasure.com

Julian is a sound and communication expert. He travels the world training people to listen better and create healthier sound. He is author of the books How to be Heard and Sound Business.

Julian's five TED talks have been watched more than 80 million times. His latest, How to speak so that people want to listen, is in the top 10 TED talks of all time. Julian is regularly featured in the world's media, including TIME Magazine, The Times, The Economist and the BBC.

How to speak so people want to listen – Become the speaker you were meant to be (online course)

Building on his TED talk (the sixth most-viewed of all time) and his book How To Be Heard, this course comprises over seven hours of video training on speaking and listening skills in nine chapters, including a masterclass in public speaking; there are also many simple exercises to download and practice. It retails for £597. We have a special rate of just £299 for IR attendees.

All you need to do is go to www.speaklistenbe.com, click enroll and then enter this code where prompted: A12350

This is will reduce their price to just £299 for the full course.

"Stunningly good speaker with a clear message."

Julia Koffel, Koffels Solicitors & Barristers, Australia

Keynote Speakers



David JP Phillip

davidjpphillips.com

David JP Phillips is an international speaker, author, coach and a global authority on public speaking, communication and self-leadership. He is best-known for his two TEDx-Talks, the first one being "How To Avoid Death By PowerPoint", and the latest one, "The Magical Science of Storytelling" - together accumulating over a million views on YouTube. He's also the founder of the world's most advanced coaching platform for public speaking called "The 110 steps of excellence".

PRESENTED:

The magical science of storytelling

Based on David's hugely popular TEDx talk" The magical science of storytelling", David took us on a j journey, or actually several journeys making us feel the power and the progression of strategic storytelling. The seminar gave us insights to the power of storytelling, practical and simple techniques on how to enhance your stories and most amazing of all, how specific stories change our biochemistry.

"Outstanding speaker. Really changed my way of thinking of how to present cases and presentations and the need, or lack thereof, for tech items such as power point. One of the best presentations I have heard."



Salmaan Sana

better-future.com

Salmaan's mission is to get people to discover who they are and how they can have a more significant positive impact on the world around them. He uses his knowledge & experience on leadership, development, compassion and change in a way that is both personal and invigorating.

For the past four years he has been working as a senior consultant and meaningful learning specialist for Better Future. Better Future is a purpose driven consultancy helping leaders and their team make a difference. This is done by designing and crafting journey's, connecting teams from all over the world, from NGO's to cooperates, in order to create social impact. Here you can find a video on Better Future and how they work on their mission: http://bit.ly/BF-MissionWater

PRESENTED:

Diversity Panel

IR panellists Rachida el Johari, Paul Beare and Jessica Brown Wilson each gave insight in their own way about what their different aspects of storytelling are, or the concepts of listening.

"Great way to pull everything together with impactful and relevant stories. Well done!"

Doreen Spears Hartwell Hartwell Thalacker, Ltd, US - Nevada

Rising Stars Programme





We were delighted to welcome Una McSorley Managing Director, Marcomm to present the Business Networking Skills workshop to the Rising Star attendees during the conference.

Marcomm's lead consultant and PR expert is Una McSorley, Managing Director of Marcomm. An award-winning communication and training consultant, Una is recognised as one of Northern Ireland's leading communication trainers, coach and public relations advisors.

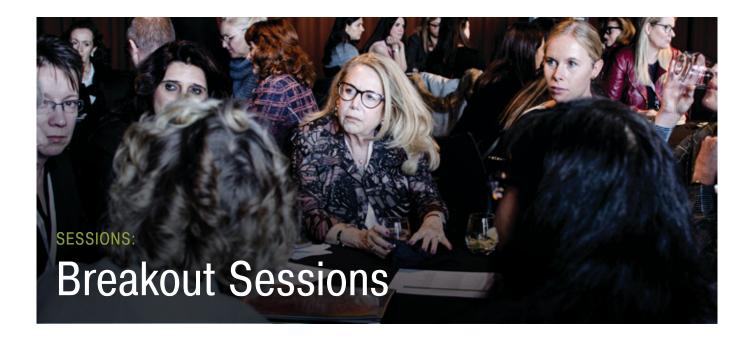
During the programme our Rising Stars our attendees discussed 'Business Networking for Professionals' where Una shared that being a modern all-round professional, you not only have to be an expert in your field, you will also be expected to be an integral part of business development. This conference session assisted our attendees in showing them how to attract new clients with a non-threatening simple step-by-step process.

I really enjoyed this session. Una McSorley is such a fun and entertaining speaker (her "It's a Zoo" programme in Rome was one of my favorites yet) and it was great to meet other members of the Rising Star programme.

I immediately put to use the advice and tips that I learned from the session, and will continue to do so going forward. As a side note, I am so delighted to be a part of this programme and feel privileged to have been the first one. Thank you!

Della M. Hill of MacDonald Weiss PLLC, US - New York

Our Rising Stars programme will available at each IR Annual Conference with new and exciting development opportunities throughout the year to our confirmed Rising Stars. If you would like to discuss nominating a member of your firm or to receive further information on becoming a Rising Star please contact rebecca@irglobal.com.



Monday morning breakout sessions were hosted by respective committee members for each practice area group. The content for each session prepared by the committees in advance to ensure for thought provoking discussions and networking opportunity between members.

Accountancy

The accountancy session was hosted by Martin Bissett of The Upward Spiral Partnership Ltd on significant developments in the accounting profession in 2019. The Commercial Case for a Pipeline - Martin presented why every accounting firm regardless of size should establish or improve their current new business infrastructure. The main highlight of the session was identifying a collective \$4.61m of new fees by name that the group could work on immediately following the session.

M&A

Cultural Differences - The group discussed KYC - Anti - Money Laundering and DD on the client, Approach to negotiation and Break Ups - Preparing for when things go wrong.

Commercial - including tax, IP and disputes

The first part of the session began with attendees split into by practise area to discuss an interesting case they have worked on this calendar year. The second half of the session will be followed by a case study.

Private Client

The private client session was split into two parts. Part one discussed the violation of GDPR and its consequences. What interesting sectors/technologies are HNWI's investing in? What effect is Blockchain (Fintech) having for private clients? The second part discussed how is CRS being rolled out in your jurisdiction? In terms of best practice for onboarding new clients, what sources and databases are you using? Ideas and best ways to handle communication overload (emails, smart phones, other tech) to be effective and is it different when dealing with private clients to corporate?

Employment

The first part of the session discussed 'Gig' economy update: an explanation of employment status in your jurisdiction. Misuse of NDA's in settlement agreements particularly relating to #metoo issues. The second part of the session focused on the misuse of social media outside of the workplace and its impact on employers/employee.

Real Estate offsite breakout session

Edo Smid of Wintertaling Advocaten & Notarissen our Real Estate member based in the Netherlands, put together an exciting break out session for the real estate IR members during the conference.

The real estate members enjoyed a presentation of the construction works of the world's biggest sea lock at IJmuiden. In addition, legal keynote speaker, Mark Bannenberg addressed the topic of DBFMO contracts (Design Build Finance Maintain Operate contracts. After the presentation the group will return to Amsterdam for lunch and networking at the Royal Industrial Groote Club (IGC).

Commercial – including tax, IP and disputes

The first part of the session began with attendees split into by practice area to discuss an interesting case they have worked on this calendar year. The second half of the session will be followed by a case study.



The Legal Directories: Best Practice for Managing the Submission Process and Improving Rankings.

DANIEL KIDD, KIDD AITKEN

KIDDAITKEN.COM

The workshop explored the following key themes: Strategy: which directories to focus on and how to realistically position your firm and lawyers for new/improved rankings; Preparing comprehensive, persuasive submissions; Partner interview best practice; The importance of client referees; How to manage the process throughout the year.

Public Speaking and Posture

JANE MAJENDIE

This active session showed exercises to help you return to work with a clear and positive mindset. Including how to improve; posture, pre-talk warmups for maximum confidence and power breathing to speak.

Practice Management

This session focused on legal software. Attendees had the opportunity to share experiences with different platforms which could create new ways of thinking and how different software can add value to the members firm.

What story are you telling yourself? And from which perspective? And when?

WILBERT MOLENAAR, MBRAINING & LEADERSHIP MBRAINING.COM

Wilbert gave participants insight to the primary functions of the head, heart and gut and the consequences for their leadership, decision making and stories they are telling. The session included practical exercises to uncover how participants are using their multiple intelligences in their life and work and teach them the key skill of what we call 'Basecamp'.

'Finding and creating my story'

SALMAAN SANA, BETTER FUTURE

BETTER-FUTURE.COM

This workshop dug a little deeper towards who you are, why you do the work you do and what it is you would like to change? Salmaan's mission is to get people to discover who they are and how they can have a more significant positive impact on the world around them.

Be a great Storyteller through Mindreading

WOUTER BIJDENDIJK (AKA MAGICIAN & MENTALIST RAMANA) & WARSOWIE DE VRIES (AKA TRIPPY) RAMANA.NL

Ramana provided an insight and gave a concrete direct practical method to incorporate mindreading into your every-day life. The workshop incorporated storytelling, gift magic and mindreading.

House of Bols – Cocktail & Genever Experience

During this interactive and fun experience the **10Club** attendees found out all there is to know about generver conquered the world during the Golden Age. And then hen got grips with the cocktail shaker in the mirror bar!



During Monday and Tuesday, a number of breakfast meetings and working lunches took place. These sessions are led by the committee members.

MENA

The session opened with presentation from the committee members about the aims / aspirations of the group. Followed by a short presentation from Zineb Bensaïd of ISFIN about economies and market opportunities.

Corporate Services

The session opened with a presentation from the committee on Effective promotion of corporate services. Attendees discussed difference in jurisdictions about company formation requirements. What are the main challenges attendees are coming across?

Women in Leadership: The Pathway to Leadership

Hosted by committee members the session focused on how you can facilitate growth in your firm and support the development of young leaders? What problems and challenges have you had to experience with facing in your own career development and how did you overcome these? Sharing experiences between experienced female members, male attendees and rising stars.

LATAM

The group discussed Ideas for LATAM group development / growth? New opportunities for the group to explore in 2020 including the Miami conference and can the group generate more business together?

Insolvency

The session discussed insolvency trends within the different jurisdictions of the attendees and what opportunities may arise from these.

Africa: A New Horizon

The attendees were welcomed by the committee members and discussed what they are looking to achieve within the Africa region. The explored opportunities for the group to explore in 2020, and how can the group generate more business together

Asia/Pacific

Presentation by group host Nicholas Chen of Pamir Law Group followed by an open discussion from the group. The group reflected on the recent Taipei Asia APAC regional meeting and discussed opportunities for 2020.



2019 achievements

Increased events rosta from three to four

Due to popular demand this we increased our events from three to four ensuring both our 'On the Road' Conferences in Asia and North America and permanent features in our calendar.

Delivered our largest and most ambitious annual conference to date

Our Annual conference in Amsterdam was our largest conference to date offering an array of both social and professional sessions over a three day period.

Achieved Chambers 'top ranked' status

We have again been awarded Leading network status by Chambers & Partners which recognises the success of the group and quality of our members.

Passed 1,000 members

This year we surpassed our 1,000 members mark thus confirming we have the globe covered with our members.

Featured in who's who of leading press including FT, Times and Daily Mail

Through 2019 we have increased our international exposure via sharing of our member articles and digital publications.

Facilitated formation of Africa Group

In Amsterdam our African group met for their inaugural meeting following being formed in early 2019. We are working to see this group grow through 2020

Reached a record number of beneficiaries via the Sinchi CSR programme

We are proud that so many of our members now support Sinchi our IR CSR programme.

Published 26+ publications via IR Digital featuring 85 member firms

We have created 26x publications in 2019 so far, enabling over 85 members across different jurisdictions to collaborate in joint marketing exercises.

Looking Ahead to 2020

Website Development

We are currently in the process of redeveloping our website to enhance our UI and overall member experience.

New Steering Committees

Opportunity for active members to join and work on the development of our various practice groups.

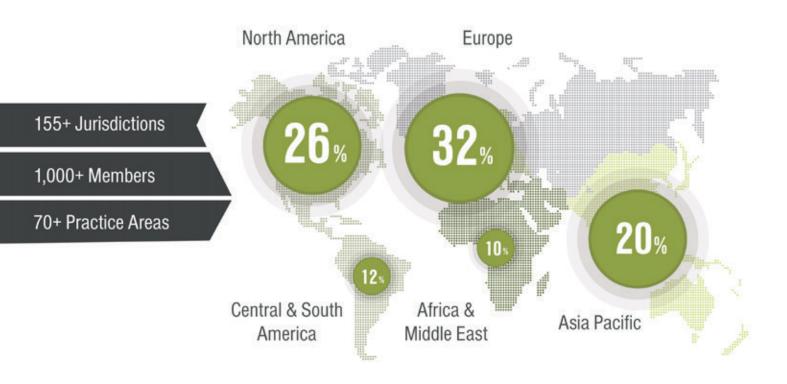
ACC Collaboration

We will continue our content partnership with ACC (Association of Corporate Counsel) the world's largest in-house counsel organisation.

Webinars

In 2020 we are looking to expand our Digital services in 2020 with a new webinar offering to the group. More details will be shared in due course.

Member Coverage



NEW

Dedicated Events App

During our annual conference we are pleased to share that 88% of attendees download and actively used our new events app.



MATCHMAKING SERVICE

Our top used feature within the app was our matchmaking service which allowed our members to connect via sectors and jurisdictions of interest.

EVENT CONTENT

All the conference information is available via our app pre, during and post the conference. You can also access full session content, speaker and sponsor information.

PERSONALISED SCHEDULE

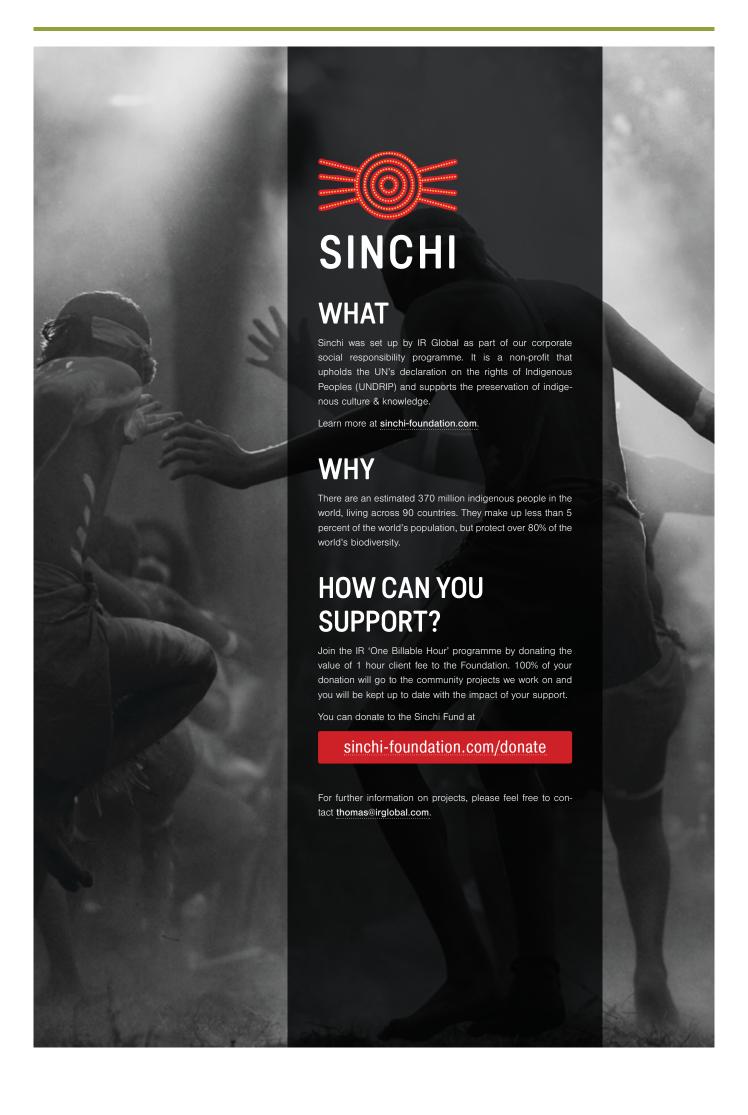
Through the app our attendees had access to the full conference schedule, personalised itineraries and could also review who else would be attending their sessions.

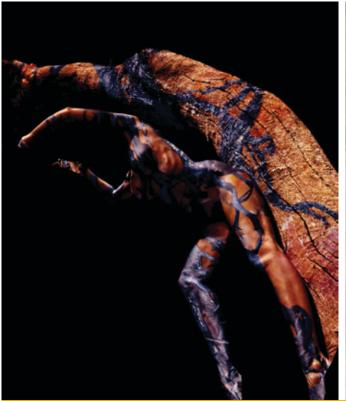
TOP ENGAGED MEMBER:

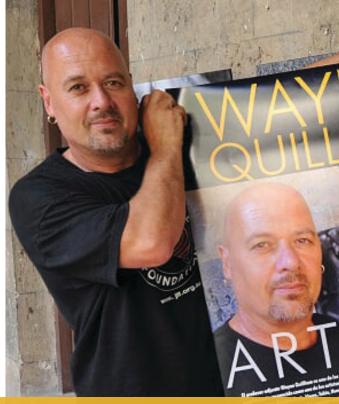
Huge congratulations to <u>Diego Embon</u> of Zang, Bergel & Viñes Abogados, Argentina.

The largest event ever held by IR Global provided expanded networking opportunities, assisted by the new and very smart event app.

Ross Koffel of Koffels Solicitors & Barristers - Australia (MOTY 2019 Finalist)







Professor Wayne Quilliam - Aboriginal Photographer

'Baarlijan' by Marlipiniyi Milawini. The Painter of Light. Gallery on show during the conference.



SPONSORED BY:

DSCLEGAL
DIEDRICH | SZABADOS & COLLEAGUES

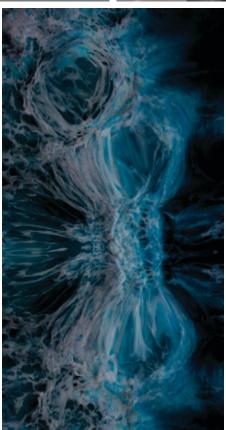
Aboriginal Artist Wayne Quilliam's latest series of work 'Baarlijan' (Platypus) is a transformative method of resurrecting light from spiritual darkness. His art encompasses the artistic dimensions of Aboriginal culture while exploring the concept of metaphoric 'Indigenous Art'.

Given the name of Marlipiniyi Milawini 'Painter of Light', by the Yolngu people, A.Professor Wayne Quilliam conceptual creations reveal intuitive fluidity of connection.

"By creating a spiritually charged spatialtemporal vacuum, one's work becomes a conceptual experience. Baarlijan is not defined by a singular creation or iteration, but suggests a shifting focus, endeavouring to change ways of seeing and thinking, and reflecting the coexistence of nature and culture as a collaborative and evolving entity." said Wayne

A.Professor Wayne Quilliam www.waynequilliamart.art.

Winner of NAIDOC Aboriginal Artist of the Year, Human Rights and Walkley Awards, nominated as a Master of Photography by National Geographic and created, curated and shown more than 280 exhibitions throughout the world including Berlin, London, Cairo, Paris, Havana, Moscow, Vienna, Tokyo and New York.









Sunday October 27th

Drinks Reception

Sponsored by SAGUIRE LEGAL and Bavelaar Attorneys at Law. We hosted our drinks reception in the Winter Garden of the NH Collection Krasnapolsky, including drinks and canapes. This was a great way to start the conference and gave opportunity to welcome our first-time attendees and reconnect existing members who had met before.

See more photos via bit.ly/2NH5D6v.

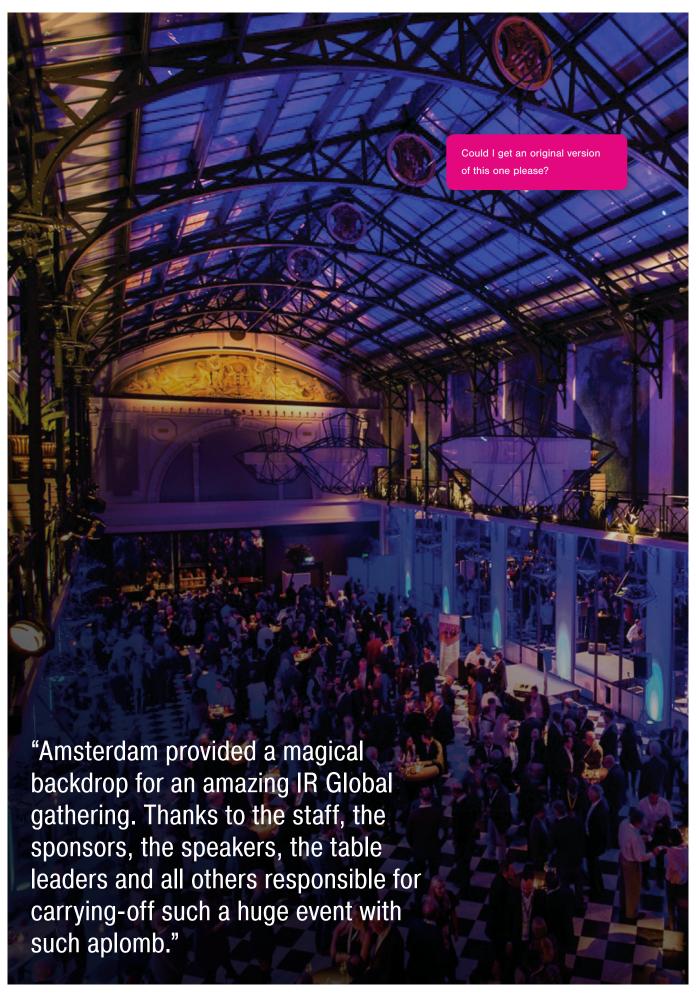
















Monday October 28th

Breakout Sessions & Workshops

Morning practice breakout sessions were hosted by respective committee members. The real estate group went offsite world's biggest sea lock at ljmuiden. The afternoon followed with interesting and interactive workshops. See **page 17** for more information.



























#IRAMSTERDAM19

Your Photos from the Event

Here at IR Global we pride ourselves on the relationships created within the group at our conferences and we want to show that off in the best way we can, we want your photos! Don't be shy – we want your selfies, group photos, your favourite landscape snapshots and even your favourite food moments, yum. Time to get scrolling through those photo galleries.

This event's hashtag was **#IRAMSTERDAM19** so when you are sharing your photos on social media platforms be sure to use it. By doing this you help us in selecting the most artistic, creative and of course humorous to share with the network on our platforms and possibly be featured in our upcoming publications so, quality is key.



















Forthcoming Events in 2020

In 2020 we will host four conferences which will include fixed events in the Americas and Asia / Pacific, a deal makers meeting and our 10-year celebration annual conference. Please contact our events team for more information on the upcoming conferences events@irglobal.com.



irglobal.com/miami2020

January 22nd - 25th Miami



April 22nd - 25th Bangkok



July 2nd - 4th Zurich



September 12th - 15th London

Contacts

UK HEAD OFFICE

IR Global The Piggery Woodhouse Farm Catherine de Barnes Lane Catherine de Barnes B92 0DJ

Telephone: +44 (0)1675 443396

www.irglobal.com info@irglobal.com



Thomas Wheeler
Founder
thomas@irglobal.com



Ross Nicholls
Business Development
Director
ross@irglobal.com



Rebecca Burden
Office Manager
rebecca@irglobal.com



Samuel Roberts
Snr. Business Development
Manager
samuel@irglobal.com



Oliver Sillett
Snr. Business Development
Manager
oliver@irglobal.com



Rachel Finch
Channel Sales Manager
rachel@irglobal.com



Charlotte Weeds
Senior Client Manager
charlotte@irglobal.com



Liam Shewring
Client Manager
liam@irglobal.com



Lorna Scott

Events Manager

lorna@irglobal.com



Matthew Morton
Social Media Manager
matthew@irglobal.com









