

## Americas Summit 2022

### 7-8 November, Phoenix, AZ

### Day One – Monday, November 7th

	All times appear in US Mountain Standard Time (MST)	
7:30 - 9:30am	<p><b>Blue Sky Room - ESG moving from inspiration to action - By Invitation only</b></p> <p>“ESG may be a social and political priority, but it is business that will make it happen.” This statement, made by a senior executive member of WorldCC, reflects a commonly held sentiment that turning talk into action depends on the forces of commerce. But what forces? Right now, it is unclear how the principles behind ESG will be implemented. It is even less clear how they will be monitored and measured. Achieving goals – whether environmental or social – depends on action and insight across complex trading relationships and ecosystems. Ultimately, the required governance has to be in place before the ‘E’ and the ‘S’ become meaningful. While commercial policies are being reviewed and updated, it is far from clear how these will impact market relationships, or the extent to which they will drive new contract terms and practices. There can be no question that commerce and contracting have a critical role to play in realising the aspirations of ESG. The Bluesky Room discussions will delve deep into the roadblocks that executives are facing, highlighting real life examples of Environmental, Social and Governance in CCM.</p> <p><b>Chaired by: Tim Cummins</b>, Professor, <b>Leeds University</b>; President, <b>World Commerce &amp; Contracting</b></p>	
7:45 - 8:45am	<p><b>Inspiring Women Breakfast</b></p> <p><b>Inclusion, equity, equality, and empowerment: now is the time for change</b></p> <p>We know that women’s equality and empowerment is integral to all dimensions of inclusive and sustainable development which is why our Inspiring Women’s programme is more important than ever. Take this time with your peers to be heard, be recognised and be empowered. Join this conversation with a selection of the phenomenal women who have been recognised in our Inspiring Women Programme. Hear how they have weathered uncertain times and impacted the CCM community.</p> <p><b>Co-hosted by:</b> <b>Sally Guyer</b>, Global CEO, <b>World Commerce &amp; Contracting &amp; Bernadette Bulacan</b>, Lead Evangelist, <b>Icertis</b></p>	
7:30 - 9:00am	Registration & morning refreshments for all attendees	
9:00 - 9:25am	<p><b>Speed Networking</b></p> <p>Speed Networking, a bit like Speed Dating, is a fun efficient way to break the ice and help you meet as many people as you can in the space of 25 mins. There will be 7 rounds and after 3 minutes you will be moved on to the next table, so bring plenty of business cards and get ready to engage! There will be ample opportunity to develop those conversations further at our evening networking events!</p>	
	<b>WORKSHOP ONE</b>	<b>WORKSHOP TWO</b>

9:30 - 10:40am	<p><b>Contract Design &amp; Simplification</b>  The pendulum has shifted and never has there been a greater demand for clear and concise contracts. So leave lengthy overly complex jargon behind and close contracts faster. In this workshop, our experts will leave you with the knowledge and skills necessary to build a simplified well designed contract from the ground up in order to produce better outcomes.</p> <p>Workshop Leader:  <b>Stefania Passera</b>, Contract Design &amp; Visualization Consultant, <b>WorldCC Designer in Residence</b></p>	<p><b>Contract Economics</b>  Look beyond the content of a contract and tackle the how and why of reducing contracting costs and finding additional value. Dive deep in this collaborative workshop and walk away with the knowledge and tools for better contracting.</p>
10:40 - 11:10am	Break	
	<b>WORKSHOP THREE</b>	<b>WORKSHOP FOUR</b>
11:10am-12:20pm	<p><b>Emerging Tech 101</b>  In this highly interactive workshop you will explore the new wave of technology for contract, commercial, and relationship management. You will learn how to assess the solutions on the market and define your company's need. You'll gain insight from real life case studies giving practical tips on the things they wish they had known from the outset. You'll leave equipped with an understanding of how to build a successful business case.</p>	<p><b>Negotiation</b>  The World Economic Forum has identified <b>skill in negotiation</b> as one of the top ten skills essential to success, regardless of what job you may hold. And if you happen to be in procurement, it is your third most important skill. Furthermore, negotiational ability has been cited as making an impact on 60% on a person's chances of success in business.</p> <p>After an intensive study of more than 35,000 negotiations—dating back to 1976—we have identified just four important topics within the negotiating field as key to maximizing your effectiveness. In this session, Keld will share his experience, observations and recommendations on these four crucial topics.</p> <p>If you have participated in any of Keld's previous WorldCC events, you will definitely still want to join this one—you are in for some brand-new insights and applications, building upon what you've already learned.</p> <p>A world-renowned negotiation expert, Keld Jensen shares his in-depth knowledge and experience to help you unlock the hidden potential in every negotiation situation. You will understand the basic negotiation</p>

		<p>strategy choices, the principle of TrustCurrency, the rules of the negotiating game, and the award-winning negotiational model, NegoEconomics.</p> <p><b>Keld Jensen</b>, Senior Negotiation Advisor, Professor, Award Winning Author</p>
12:20-12:25	Switchover	
12:25 -12:45pm	<p><b>Grand Opening - Delivering strategic value in an uncertain world</b></p> <p>The results of our 2021 Benchmark report revealed that the number one priority for our members is ‘increasing strategic value’. In a world where human prosperity depends on trade and trade is facilitated through a variety of commercial relationships, we must make a fundamental shift towards collaboration in order to achieve success in an uncertain world. This has taken on an even deeper meaning while we continue to face the challenges of the ongoing pandemic. Our community, as contracting and commercial professionals is now in the spotlight and it is our duty to rise to the occasion if we want to stay ahead, stay relevant, stay connected and deliver strategic value.</p> <p><b>Sally Guyer</b>, Global CEO, <b>World Commerce &amp; Contracting</b>  <b>Tim Cummins</b>, Professor, <b>Leeds University</b>; President, <b>World Commerce &amp; Contracting</b></p>	
12:45 -1:45pm	Lunch	
1:45 - 2:10pm	<b>Keynote address</b>	
	<b>HUMANS MEET TECHNOLOGY</b>	<b>PROBLEM SOLVING LAB</b>
2:10 - 2:40pm	<p><b>Case Study #1 with Icertis: humans meet technology</b></p> <p>In this series of case studies, we will explore the intersection where humans meet technology. Giving you invaluable insights into real life experience, what were the goals, what were the major challenges and how were they overcome?</p>	<p><b>Problem Solving Lab #1: the ROI of contracting</b></p> <p><i>You have just been asked by your CEO to spearhead a CLM software implementation within your business – what is achievable and where do you start?</i></p> <p>Our problem-solving labs will look at the top challenges in new contract initiatives. Our team of experts who have been instrumental in successful contract initiatives within their own organisations will problem solve each challenge, giving the audience practical tools to help them get started on their own migration to Next Generation Contracts.</p>
2:40 - 3:00pm	Break	
	<b>HUMANS MEET TECHNOLOGY</b>	<b>PROBLEM SOLVING LAB</b>
3:00 - 3:30pm	<p><b>Case Study #2: humans meet technology</b></p> <p>In this series of case studies, we will explore the intersection where humans meet technology. Giving you invaluable insights</p>	<p><b>Problem Solving Lab #2: breaking down the silos and achieving stakeholder collaboration</b></p> <p>Our problem-solving labs will look at the top</p>

	<p>into real life experience, what were the goals, what were the major challenges and how were they overcome?</p>	<p>challenges in new contract initiatives. Our team of experts who have been instrumental in successful contract initiatives within their own organisations will problem solve each challenge, giving the audience practical tools to help them get started on their own migration to Next Generation Contracts.</p>
3:30 - 3:35pm	Switchover	
3:35 - 4:35pm	<p><b>Keynote panel discussion: contracting for value – why cohesive collaboration matters so much now</b></p> <p>Given the pandemic and uncertainty- as well as the reputational environment and risk with supply chain disruption, the natural way to go is contracting for value. It's these kinds of relationships that bring value throughout the contracting lifecycle rather than just one moment in time. If we are going to really commit to value contracting it will take a cohesive approach between legal, finance, commercial and procurement. This panel will bring those groups together and uncover how they can collaborate and work in harmony and how collaborative technology will bring cohesion.</p> <p><b>Bill Deckelman</b>, Executive Vice President and General Counsel, <b>DXC Technology</b>  <b>Shawna Hoffman</b>, Cofounder and Board Member, <b>Diversity in Blockchain</b>  <b>Kristie Hamilton</b>, Global Director of Global Purchasing and Manufacturing Services Operations and Transformation, <b>GM</b>  <b>Colin Stevenson</b>, CPO, <b>ConocoPhillips</b></p> <p><b>Chaired by Sally Guyer</b>, Global CEO, <b>World Commerce &amp; Contracting</b></p>	
4:35 - 5:15pm	<p><b>Closing Remarks &amp; Keynote</b></p> <p><b>Psychological Safety: The key to increasing retention, productivity and unlocking innovation.</b></p> <p>In a world of change and uncertainty top talent are on the lookout for opportunities to try new ideas while growing personally and professionally. Meanwhile teams and organizations need to remain productive, innovate and meet the demands of their clients. Increasing Psychological Safety creates the foundation to solve both problems -- allowing individuals teams and organizations to learn, innovate and grow.</p> <p><b>Neil Pretty</b>, CEO, <b>Aristotle Performance</b></p>	
5:15 - 6:30pm	<b>Awards Ceremony &amp; Drinks Reception</b>	
	<b>Staggered coach departures between 6:30-7pm to the dinner</b>	
7:00 - 10:00pm	<p><b>WorldCC Ranch Dinner</b></p> <p>In the spirit of a wild west theme, let your hair down, get your cowboy boots on and join us at the ranch for an evening of excellent food, drinks and wonderful company. Experience Arizona's wild west heritage as we spend the evening at Koli Equestrian Centre. Network with your peers around the fire pits and round up your pals to enjoy some traditional cowboy games.</p>	

## Day Two- Tuesday, November 8<sup>th</sup>

	All times appear in US Mountain Standard Time (MST)	
7:45 – 8:45am	<b>WorldCC Council Members &amp; Fellows Breakfast - <span style="color: red;">By Invitation only</span></b> Hosted by Sally Guyer, Global CEO, World Commerce & Contracting	
8:45 – 9:45am	<b>Keynote panel discussion: bringing equilibrium to the supply chain puzzle</b> Disruption and rising costs were intensified by the pandemic and the pressure on supply chains continues to remain high. Supply chain issues are at the very top of many organization’s agendas right now with delays and lost sales causing unprecedented challenges. Are transparency and cooperation really the answers? What about digital transformation? Hear from our panel of leading industry experts who will share their unique experiences and insights about supply chain issues of today and what they predict for the year ahead.	
9:45 - 10:45am	<b>Battle of the Tech</b> There has never been a greater need for investment in contract technology - but how do you assess? What questions do you need to ask? How do you differentiate between providers? Our Contract Tech Gurus are here to help answer these questions in The Battle of the Techs. Four contract tech providers will do 2 min demos to our panel of tech Gurus who will fire the all-important questions you need to be thinking about.	
	<b>HUMANS MEET TECHNOLOGY</b>	<b>PROBLEM SOLVING LAB</b>
10:45 - 11:15am	<b>Case Study #3: data management and systems</b> Find out the importance of contract data and the challenges involved in systemizing complex agreements. Join Joanne Walker, Head of Capability Centre - General Counsel, Rolls-Royce as she shares her experience in terms of approach, barriers, learning from failure and discuss the benefits and huge potential of having one executive digital contract data source.	<b>Problem Solving Lab #3: you have just been asked by your CEO to implement a new CLM system – what is achievable and where do you start?</b> Our problem-solving labs will look at the top challenges in new contract initiatives. Our team of experts who have been instrumental in successful contract initiatives within their own organizations will problem solve each challenge, giving the audience practical tools to help them get started on their own migration to Next Generation Contracts.
11:15 - 11:40am	Break	
	<b>INDUSTRY CAFE ROUNDTABLES</b>	
	<b>The future of Contract Data Management in your Industry</b>	

<p>11:40am - 12:55pm</p>	<p>Currently, contract related data sits in an average of 24 different systems and that is a challenge that has only been exacerbated by the pandemic. Manually trying to connect disaggregated data is impossible and in most cases this data is only used transactionally and reactively. What is the current practice for managing contract data in your industry? What challenges does it face and what direction is it heading?</p> <p>In four 20 minute rounds executives grouped in the same industry will discuss the same set questions that genuinely matter to everyone. After the last round of conversation, table hosts are invited to harvest, sharing insights from their discussions with the rest of the large group.</p> <p><b>Chaired by: Steward Prizeman</b>, VP Sales N. America, <b>World Commerce &amp; Contracting</b></p> <p>Aerospace &amp; Defense Oil &amp; Gas Public Sector IT &amp; Consulting Telecoms BFSI</p>	
<p>12:55 - 1:55pm</p>	<p>Lunch</p>	
<p>1:55 - 2:50pm</p>	<p><b>The BIG Debate &amp; Audience Vote</b></p> <p>Motion: In spite of aspirations to the contrary, collaboration between buyers and suppliers will always remain an exception.</p>	
	<p><b>HUMANS MEET TECHNOLOGY</b></p>	<p><b>CONTRACT CORNER</b> Top tips for making contracts better</p>
<p>2:50 – 3:20 pm</p>	<p><b>Case Study #4: humans meet technology</b> In this series of case studies, we will explore the intersection where humans meet technology. Giving you invaluable insights into real life experience, what were the goals, what were the major challenges and how were they overcome?</p>	<p>You've asked and we've answered: in this hour long session you will gain practical insights and skills about effective contracting practices so that you can walk away armed to achieve better outcomes. Choose your roundtable and hear from experts who will deliver short presentations identifying top tips in that area. You will have a chance to share your experiences, ask questions and tackle challenges you face today.</p>
	<p><b>THE NEGOTIATION ROOM</b></p>	
<p>3:20 - 4:05pm</p>	<p><b>When cross-cultural negotiations backfire</b> The Negotiation Room is back and live in person with WorldCC Negotiation Expert in residence Keld Jensen and President Tim Cummins. Digging into some of the biggest misunderstandings that can happen cross-culturally and how to avoid them.</p> <p><b>Keld Jensen</b>, Senior Negotiation Advisor, Professor, Award Winning Author <b>Tim Cummins</b>, Professor, <b>Leeds University</b>;</p>	<ul style="list-style-type: none"> <li>• Scope of Work</li> <li>• Contract drafting</li> <li>• Governance guidelines</li> <li>• As-a-Service contracts</li> <li>• Outcome-based contracts &amp; Performance-based contracts</li> </ul>



	President, <b>World Commerce &amp; Contracting</b>	
4:05 - 4:25pm	Coffee & Refreshments	
	<b>FUTURE SKILLS</b>	<b>PROBLEM SOLVING LAB</b>
4:25 - 4:55pm	<p><b>Shaping the future of work: what you will need to know to get ahead</b>  Workforce availability, retention and skill shortages are proving persistent problems. Those who bring demonstrable value to the demands of today's fast-changing markets will be in the most demand. How are you making decisions about what skills and competencies to develop? What will the market value? Where should you invest time and resources to upskill or reskill. Learn more about what future skills you will need to progress and develop your position and command a premium in the field.</p>	<p><b>Problem solving lab #4 – Risk management</b></p>
4:55-5:00pm	Switchover	
5:00 - 5:25pm	<p><b>Keynote address: How emotions can drive decisions in contracts</b>  Emotions are at the foundation of human interaction and intelligence, but what role does this have for contracting professionals? Dr. Nirit Pisano will discuss how 90% of decisions are based on unconscious emotional drivers, and why quantifying the psychology of the human decision-making process enables us to measure how people feel and what they will do next. While contracts are primarily written by legal professionals, they play a critical role in establishing early trust between parties towards a successful business engagement. It is therefore paramount to measure and design the underlying emotions in contracts. Dr. Pisano will demonstrate ways that Emotion AI can be used by contracting professionals to proactively evoke a certain message in their contracts and influence the way it is perceived and processed.</p> <p><b>Nirit Pisano</b>, Chief Psychology Officer, <b>Cognovi Labs</b></p>	
5:25 - 5:40pm	Closing Remarks	
5:40 - 6:40pm	Beer & Burgers Bye Bye	