



# European Roadshow

## April 26 | 2023

Hosted in Copenhagen by ARC Contract Management at Symbion Denmark,  
Supported by Gorrissen Federspiel

### From operational overload to strategic value

Wednesday April 26	
8:00-8:30	<b>Registration &amp; Refreshments</b>
	Conference Room K1
08:30-09:30	<p><b>Workshop One</b>  <b>Contract Design &amp; Simplification</b></p> <p>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><b>Stefania Passera</b>, Contract Designer in Residence, <b>WorldCC</b> &amp; CEO, <b>Passera Design</b></p>
5 mins	Switchover
09:35-10:35	<p><b>Workshop Two</b>  <b>Contract Economics</b></p> <p>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> <p><b>Led by Sally Guyer</b>, Global CEO, <b>WorldCC</b>  <b>Tim Cummins</b>, President, <b>WorldCC</b></p>
10:35-11:05	Networking Break
	Conference Room K1
11:05-11:25	<p><b>Welcome &amp; Opening address</b>  <b>From Operational Overload to Strategic Value</b></p> <p>The turmoil experienced in the last 3 years has tested every business, every process, and every assumption as we've reinvented work and commerce. As economic uncertainty lies ahead, it will be more important than ever for the CCM community to step up and contribute value. Our 2021 Benchmark data tells us that "increasing strategic value and demonstrating relevance is the #1 priority for</p>



	<p>managers, yet they report that they spend their time on low-value transactional activities that do not enable them to deliver value.</p> <p><b>Sally Guyer</b>, Global CEO, <b>WorldCC</b>  <b>Tim Cummins</b>, President, <b>WorldCC</b></p>	
11:25-11:55	<p><b>Fireside Chat: the path to demonstrating sustainability maturity</b>  Procurement professionals and legal functions are looking for ways to evaluate the sustainability of the technology they use but often struggle to find a way to embed sustainability evaluations in Technology RFP's and later contracts. Maersk, has developed a Technology Sustainability Index (TSi) to help evaluate the sustainability of new technologies before they are implemented. This index is also available for the wider procurement community to use as a tool for promoting sustainability in their operations. In this fireside chat, we both explore how Maersk's TSi can help procurement professionals to make more sustainable choices when evaluating new technologies, but also the vision for how this will impact contracts. We also discuss the benefits of using this index for businesses and the wider community, including reduced carbon emissions, improved social impact, and better governance practices.</p> <p><b>Moderated by Sally Guyer</b>, Global CEO, <b>WorldCC</b>  <b>Henrik Bruun-Pedersen</b>, Head of IT/Tech Procurement, <b>A.P. Møller- Mærsk A/S &amp; Joachim Møller Andersen</b>, Chief Legal Counsel (IT/Tech, IP &amp; Data Privacy), <b>A.P. Møller- Mærsk A/S</b></p>	
11:55-12:25	<p><b>Meet the locals – Speed Tech Demo</b>  In this fast-paced session you will hear the latest and greatest technology from local start-ups to scale-ups. Each tech provider will have 5 minutes to pitch the best of what they do, followed by a quick-fire round of questions from our business gurus.</p> <p><b>Moderated by:</b>  <b>Rasmus Tønnies</b>, Partner, <b>ARC Contract Management</b></p> <p><b>Local tech gurus:</b>  <b>Nils-Erik Jansson</b>, Founder &amp; CEO, <b>Precisely</b>  <b>Kim Bruhn-Rasmussen</b>, CEO, <b>SOLUSI</b></p> <p><b>Business gurus:</b>  <b>Jesper Hornstrup Dahl</b>, Head of Global Services Procurement Global Services Procurement, <b>Ørsted</b>  <b>Rory Unsworth</b>, Senior Lawyer &amp; Legal Innovator, <b>Axis Capital</b>  <b>Cocky Brouwer</b>, Head of Contract Management, <b>Corporate Procurement at Royal Schiphol Group</b></p>	
12:25-13:25	Lunch	
	<b>Conference Room K1</b>	<b>Conference Room K2</b>
	<b>Chaired by: Sally Guyer</b> , Global CEO, <b>WorldCC</b>	<b>Chaired by: Matt Tizzard</b> , Director of Strategic Alliances, <b>WorldCC</b>
13:25-13:55	<p><b>Panel discussion: contract design and innovation cases</b>  Clearer and simpler contracts can improve your business</p>	<p><b>Enabling a data driven ecosystem with smart legal contracts</b>  Join our President's Award winners as they present their game-changing project</p>



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	<p>relationships, reduce risks, and deliver outcomes more efficiently. We want to challenge the ongoing perception that contracts are purely ‘legal’ documents. Contracts are core business-critical economic instruments with a range of diverse purposes.</p> <p>This session will feature experiences from three speakers, showing how contract design and innovation can be used for a variety of contracts and challenges in different industries.  <b>Rory Unsworth</b>, Senior Lawyer &amp; Legal Innovator, <b>Axis Capital</b>  <b>Emma Runia</b>, Head of Commercial Contracts, Legal &amp; Compliance, <b>Airbus</b>  <b>Gina Schaar</b>, Corporate Counsel, <b>Novo Nordisk A/S</b>  <b>Moderated by Sally Guyer</b>, Global CEO, <b>WorldCC</b></p>	<p>DEServE – Digital Ecosystem for Service Excellence on smart legal contracts and blockchain  <b>Fabio Russo</b>, Digital &amp; Cyber Services Manager, <b>Leonardo</b>  <b>Zaira Burlo</b>, Customer Support, Services &amp; Training Director, <b>Leonardo</b>  <b>Gerardo Tedesco</b>, Vice President Contracts &amp; Bid Coordination, Aircraft Division, <b>Leonardo</b></p>
5 mins	<b>Switchover</b>	
<b>Conference Room K1</b>		
14:00-14:50	<p><b>Negotiation Room Live!</b></p> <p><b>The ChatGPT Negotiation Challenge</b>          With so much hype around AI Chatbots and the promise that it can transform contract and commercial management, we decided it was time to put this technology to the test in our Negotiation Room.</p> <p>We've challenged two buy-side / sell-side teams with the same negotiation scenario. One team will run a traditional negotiation and in the other team, one side will negotiate with the help of ChatGPT.</p> <p>World renowned Negotiation Expert Keld Jensen, and AI expert Dan Rose Johansen will join Tim Cummins live as they provide commentary on this fascinating experiment of man versus machine.</p> <p><b>Keld Jensen</b>, Senior Negotiation Advisor, Professor, Award Winning Author  <b>Dan Rose Johansen</b>, CEO and Founder, <b>Todai</b>  <b>Tim Cummins</b>, President, <b>WorldCC</b></p>	
5 mins	<b>Switchover</b>	
<b>Conference Room K1</b>		<b>Conference Room K2</b>
<p><b>Chaired by: Sally Guyer</b>, Global CEO, <b>WorldCC</b></p>		<p><b>Chaired by: Matt Tizzard</b>, Director of Strategic Alliances, <b>WorldCC</b></p>



14:55-15:25	<p><b>Post-award contract management - what's in a name? Does organisational design impact outcomes?</b></p> <p>What do we actually mean when we say “contract management”? Do you have a common contract management language in your organization? This panel explores the core of organizational requirements and dependencies to be successful on the contract management journey</p> <p><b>Moderated by: Sally Guyer</b>, Global CEO, <b>WorldCC</b>  <b>Ole Horsfeldt</b>, Partner at <b>Gorrissen Federspiel</b>  <b>Lone Arnholtz</b>, SVP, Head of Service Provider and Delivery Management, <b>Danske Bank</b>  <b>Anders Nordentoft Edelholt</b>, Partner, <b>ARC Contract Management</b></p>	<p><b>Bringing WorldCC Contracting Principles to Microsoft Word</b></p> <p>First WorldCC developed valuable guidelines to support and streamline the drafting and negotiation of your contracts. Now they have teamed up with xMentium to put those contracting principles right where your people need them: at hand. Michael will demonstrate how the xMentium for Word Add-In gives your negotiators WorldCC guidance at their fingertips reducing the time it takes to reach an agreement with these industry-adopted and commercially practical recommendations for buyers and sellers.</p> <p><b>Michael Naughton</b>, VP of Marketing, <b>xMentium, Inc.</b></p>
15:25-15:55	Networking Coffee	
	<b>Conference Room K1</b>	<b>Conference Room K2</b>
	<p><b>Chaired by: Sally Guyer</b>, Global CEO, <b>WorldCC</b></p>	<p><b>Chaired by: Matt Tizzard</b>, Director of Strategic Alliances, <b>WorldCC</b></p>
15:55-16:25	<p><b>Panel discussion: transforming the CM function to deliver strategic value</b></p> <p>This panel will explore how to build a Contract Management function, articulate strategic commercial value, hiring a team, developing a one way of working model. Unlocking the value power of market intelligence and transitioning into a CM function leader.</p> <p><b>Moderated by: Rasmus Tønnies</b>, Partner, <b>ARC Contract Management</b>  <b>Rod Wade</b>, Vice-President Contract Management &amp; Procurement, <b>MedImpact</b>  <b>Ulrika Söderlund</b>, Director Contracts &amp; Commercial Excellence, <b>Saab Dynamics</b></p>	<p><b>Talking Contracts</b></p> <p>What if you could take a contract and translate the information it contains into the form of a chatbot/voicebot that people can interrogate, and through which they can trigger contract-related processes? Sure beats reading! In this session you will hear two customer examples, their needs and the current status.</p> <p><b>Rory Unsworth</b>, Senior Lawyer &amp; Legal Innovator, <b>Axis Capital</b></p>



	<b>Cocky Brouwer</b> , Head of Contract Management, <b>Corporate Procurement at Royal Schiphol Group</b>	
5 mins	<b>Switchover</b>	
	<b>Conference Room K1</b>	
16:30-17:30	<p><b>Meet the international players - Speed Tech Demo</b>          There has never been a greater need for investment in contract technology - but how do you assess the right one for you? What questions do you need to ask? How do you differentiate between providers?</p> <p>Our Business Gurus are here to help answer these questions in our Speed Tech Demo session. Each CLM provider will do a 5 minute demo presentation to our panel of Business Gurus, who will then fire back the all-important questions you need to be thinking about.</p> <p><b>Moderated by: Rasmus Tønnies</b>, Partner, <b>ARC Contract Management</b></p> <p><b>Business Gurus:</b>  <b>Rod Wade</b>, Vice-President Contract Management &amp; Procurement, <b>MedImpact</b>  <b>Ulrika Söderlund</b>, Director Contracts &amp; Commercial Excellence, <b>Saab Dynamics</b>  <b>Anders Nordentoft Edelholt</b>, Partner, <b>ARC Contract Management</b></p> <p><b>CLM Gurus:</b>  <b>Julian Kivett</b>, Principal Solutions Consultant, <b>DocuSign</b>  <b>Joakim Broadbent</b>, Account Executive, <b>Conga</b>  <b>Jonas Karlsson</b>, Director Pre-Sales, <b>Icertis</b></p>	
17:30-17:40	<b>Closing remarks</b> <b>Sally Guyer</b> , Global CEO, <b>World Commerce &amp; Contracting</b> <b>Tim Cummins</b> , President, <b>World Commerce &amp; Contracting</b>	
17:40 -18:40	<b>Drinks and Tapas farewell</b>	