

ADAMSDrafting.

Drafting Contracts Language and Layout

A rigorous overview of the elements of clear and effective drafting, presented by
"a world-renowned expert in contract drafting."*

**The Lawyers Weekly, Canada*

A One-Day Seminar
21–25 April 2008
Geneva, Switzerland



HOGAN &
HARTSON

ACC EUROPE
Association of Corporate Counsel

Seminar Leader

Kenneth A. Adams

Lecturer, University of Pennsylvania Law School
Author, *A Manual of Style for Contract Drafting*

Drafting contracts is a fundamental part of being a corporate lawyer. But it's also challenging. Traditionally, lawyers have received little training in contract drafting, and drafting has generally consisted of recycling contract language of questionable quality and relevance.

Ken Adams offers an antidote—a uniquely rigorous overview of issues relating to contract language and layout, based on his book *A Manual of Style for Contract Drafting*. This series of seminars is being hosted by the Geneva office of the global law firm Hogan & Hartson and is being supported by ACC Europe (a chapter of the Association of Corporate Counsel, the premier association for in-house counsel) and the International Bar Association. This seminar explores how to make your contracts clear and effective. The

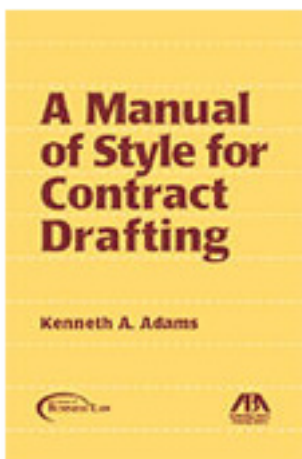
focus is not on what to say in a given contract, but on how to say it. Both U.S. and English drafting usages are examined. The seminar is interactive: participants discuss examples, work through problems, and do short drafting exercises.

This seminar represents a unique opportunity for anyone who wishes to significantly improve their drafting of English-language contracts. It is intended for both native English speakers and those who have learned English as a foreign language, and it would be suitable for both junior and more senior lawyers. Each seminar will be limited to no more than 14 participants, and each participant will be provided with a copy of *A Manual of Style for Contract Drafting* at no additional charge.

Agenda

0900	Introduction	1130	Using Defined Terms
0920	The Two Rules	1200	Lunch Break
0930	The Front and Back of the Contract	1300	Ambiguity
1010	The Language of the Body of the Contract	1330	Select Words and Phrases
1030	Refreshment Break	1400	Drafting as Writing
1045	The Language of the Body of the Contract, cont'd	1430	Refreshment Break
1110	The Layout of the Body of the Contract	1445	Bringing It All Together— Drafting Exercises
		1545	Effecting Change
		1600	Seminar Concludes

A Manual of Style for Contract Drafting



This book should be a welcome additional reference book to any lawyer's bookshelf. It provides valuable suggestions that will bring your agreements into the twenty-first century.

New York Law Journal

A Manual of Style for Contract Drafting is the ultimate "how to" guide for contract drafting. ... Anyone seeking clarity and efficiency in drafting cannot go wrong in following Mr. Adams's well-reasoned direction.

Donald F. Devine · Partner · Jones Day

About the Seminar Leader



Kenneth A. Adams is uniquely qualified to lead this seminar. He has offered—in two books and numerous articles—groundbreaking analysis of contract language. His most recent book, *A Manual of Style for Contract Drafting* (American Bar Association 2004), is one of the ABA's best-selling titles. Ken has extensive hands-on experience, having practiced corporate law at major law firms in the U.S. and Europe. But he doesn't simply recycle the conventional wisdom—instead he offers advice that is rigorous, practical, and often innovative. And as a lecturer at the University of Pennsylvania Law School and a consultant to major corporations, he has extensive experience in sharing his expertise with students and practitioners. His website and blog are at www.adamsdrafting.com.

What Participants Have Said

This seminar encourages you to use straightforward language, do away with redundancies and obsolete jargon, and constantly question the adequacy of traditional usages. Non-native English speakers should find it especially valuable. Case examples and skilful presentation, coupled with Ken's obvious passion for his subject and his sense of humor in conveying it, made the seminar truly enjoyable and persuasive.

Karlis Alksnis · Senior Counsel · SGS Société Générale de Surveillance SA

This is a brilliant seminar that will have an impact on my day-to-day work. Anyone who wants to better understand the language of contracts would find it very useful.

Jose Checa · Legal Adviser · Information and Related Support Services · ISO Central Secretariat

For any European lawyer who is routinely called on to review, revise, or explain U.S.-style contracts, Ken Adams's seminar is a blessing. He shows you that English-language contracts can, and should, be drafted much more clearly than they currently are.

Arndt Welge · Corporate Counsel · VeriSign Switzerland S.A.

Ken combines years of practical drafting experience with an academic study of contracts in a fascinating and educational course. I enjoyed his materials, his book and his presentation, and think most young—and many older—practitioners would benefit from his clear thinking on the art of drafting.

Susan Clarke · Partner · Gowlings

This workshop far exceeded my expectations and provided me with much needed skills to handle my day-to-day contract drafting responsibilities. The teaching format was very well organized, concise and easy to understand, and Ken Adams is an exceptional presenter.

Carol Ernest · Legal Department · 3M Canada

Ken Adams's contract-drafting seminar provided a most valuable and enjoyable day of relevant examples, group interaction, and discussion of Ken's fresh and forward-thinking perspective, which says that you should eliminate redundancies, practice consistency, and say good-bye to archaic language."

N. Mueller · Contracts · Bombardier Aerospace · Regional Aircraft

Dates and Locations

Monday, 21 April through Friday, 25 April 2008

Hogan & Hartson LLP

3, rue François Bellot

1206 Geneva

Switzerland

Tel.: +41 (0) 22 787 40 00

Registration

Two Ways to Register

Email acceurope@kelleneurope.com

Visit www.adamsdrafting.com/april2008

If you have any questions regarding registration, please telephone ACC Europe at +32 (0) 2 774 9613 or email Ken Adams at kadams@adamsdrafting.com.

Fees

850 Euros (600 Euros for any member of ACC Europe or the International Bar Association and for any participant from an organization that registers three or more participants).

Includes attendance, seminar materials, a copy of *A Manual of Style for Contract Drafting*, break refreshments, and lunch.

Payment

Registration will not be complete until we receive your payment. Please pay by bank transfer to the following bank account; you are responsible for any bank charges. Please indicate the name of each participant being paid for. Invoices issued on request.

Commerce Bank

Cherry Hill, New Jersey, U.S.A.

Account Title: AdamsDrafting

Account No.: 7926574182

SWIFT Code: CBNAUS33

ABA No.: 026013673

Reference: April 2008 Seminars

Note that the U.S. doesn't participate in IBAN.

Substitutions and Cancellation

You may authorize anyone to attend a seminar in your place. If you wish to cancel, we will send you a full refund (minus a 50 Euro administration fee) if you contact ACC Europe by telephone or email (see "Registration") no later than 14 days before the seminar.

"No one has done more clear and disciplined thinking about more troublesome aspects of contract drafting than Ken Adams. His best-selling ABA book is the most comprehensive and incisive work out there and an important contribution to the practice."

Bryn Vaaler · Professional Development Partner ·

Dorsey & Whitney LLP