



Minutes of the EMEA Regional Meeting of the
Global Advertising Lawyers Alliance,
London, 16th November 2007

Chair: Michel Béjot (MB) France

Vice Chair: Brinsley Dresden (BD)
United Kingdom

In attendance:

Rudolph du Mesnil (RdM) Germany

Michael Plogell (MP) Sweden

Laurent Fisch (LF) Luxembourg

Jan Willem Fernhout (JWF) (Netherlands)

Stefan Kofler (SK) Austria

Duncan Grehan (DG) Ireland

Kally Bezevegki (KB) Greece

Conor Griffin (CG) (Ireland)

Johan Loje (JL) Denmark

Mikael Sergercrantz (MS) Finland

Bente Holmvang (BH) Norway

Soren Pietzcker (SP) Germany

Cesar Bessa Monteiro (CBM) Portugal

Jan Ravelingien (JR) Belgium

Daisy Deraymaker (DD) Belgium

Aleksander Bijelic (AB) Croatia

David Wolberg (DW) Israel

Mattias Vallejos Meana (MVM) Hungary

Ewa Tefelska (ET) Poland

Peter Hofer (PH) Switzerland

Apologies:

Chris Job (South Africa)

Gerhard Volz (Spain)

Brenda Wood Kahari (Zimbabwe)

Kelly Thompson (South Africa)

Hans Erik Skirstad (Norway)

Ugar Aktekin (Turkey)

Michael Schmittman (Germany)

Felix Hofer (Italy)

Florentina Dumitrescu (Romania)

Doug Wood (USA)

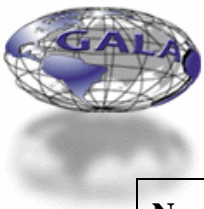
Bilge Saltan (Turkey)

Gilbert Wood (Romania)

Joe Rosenbaum (USA)

Mladen Vukmir (Croatia)

Minutes taken by Margaret de Villiers (MDV)



| No. | Item | Action |
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| 1. | <p>Welcome</p> <p>Welcome by BD and MB.</p> <p>MB advised that Florentina Dumitrescu has left the firm of Wood Lupascu Dumitrescu & Associates and Gilbert Wood will now be the representative. Unfortunately GW could not be reached in time to attend this meeting.</p> <p>Introductions were made of those attending the meeting.</p> | |
| 2. | <p>Discussion of Adlaw Seminar in Amsterdam with representative from Informa</p> <p>BD presented a short overview of past Adlaw seminars.</p> <p>The desirability and logistics of holding such a seminar in Amsterdam was discussed. Concerns and queries included:</p> <ul style="list-style-type: none"> • Marketing Plan • How will Informa raise audience - local and national companies • Branding – marketing materials • Competitor analysis in Amsterdam • Protection – minimum number of delegates • Target audience • Format • Mix of speakers – lawyers, regulators, industry • Free places • Topics • Associate members participation and involvement <p>BD introduced Lauren Dunnington (LD) from Informa and Sam Drewery from LS.</p> <p>BD ran through members earlier queries and LD responded:</p> <ul style="list-style-type: none"> • Marketing to locals, expanding to global audience. A normal campaign follows the pattern of five e-mails are sent out to Informa’s database, leaflets are sent out in four mailings, a dedicated sales person working on the event and the information is available on the Informa website. They will also piggyback on their UK event. | <p>LD to revert</p> |



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| | <p>Adverts are placed in the media. JWF suggested that LD investigates the National Day event held in Amsterdam. LD to research whether they can market to their database.</p> <ul style="list-style-type: none"> • Branding - will raise in association with IBC event. • Competitor analysis – LD advised that this would be an ongoing process. • Protection – The costs would fall on IBC’s head if event cancelled, A break even of 18 delegates, but a minimum of 40 is desirable. • Target audience – LD suggested the same mix of audience that would be invited to the UK event. BD suggested that advertising agencies, brand owners are invited, but emphasised no private practice lawyers. • Format – LD suggested a round table event, with a facilitator to oversee, making it an interactive event. It was suggested that a one day seminar be looked at and LD will revert after research. • Mix of speakers – BD suggested inhouse lawyers, regulators, European Commission, ASA etc., speakers other than private practice lawyers. GALA EMEA to revert to LD with names. • Free places – LD to revert after consultation with colleagues. • Delegates – LD to research and to enquire with delegates which city they would prefer to attend seminars in. • Accreditation – LD to confirm. • Research – LD advised that she would not be able to book the event until her research is done, but a decision to proceed will be available by early 2008. <p>Cost of attendance to the event was discussed. LD to revert.</p> <p>Content – Suggestions to be made by GALA EMEA.</p> <p>Date – Provisionally Nov, 2008.</p> <p>Venues – LD to revert after research.</p> | |



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| | <p>Cost to GALA EMEA members – liable for own travel costs, hotel, no speaker fee and revenues to Informa.</p> <p>It was agreed that the decision to hold the event would be deferred until we had heard back from Informa. BD to communicate with Ugur Aktekin. A draft programme to be produced by Informa and circulated for members comments. If a member has any further ideas or comments or would be happy to participate, to let BD know.</p> | |
| 3. | <p>Global and Regional Meetings</p> <p>The number and location of regional meetings was discussed. The link up of the regional meeting with the annual Global meeting/INTA conference was also mentioned. The content, the way to approach topics and the format of these meetings was addressed. Under the formatting of these meetings, the exchange of directives/legislation within countries, surveys, projects, marketing tools appealing to the wider population.</p> | <p>MdV to circulate Image Rights – Betfair project</p> |
| 4. | <p>Peter Hofer’s project</p> <p>PH gave a short overview of his project.</p> <p>Members to look into report, confirm whether they can do this and quote on the work. To report back to PH by end November 2007.</p> | <p>All</p> |
| 5. | <p>Alcoholic Advertising/Pharmaceuticals surveys</p> <p>BD showed members the Safeguarding your Sponsorship investment DVD and asked if they would be interested in doing an article on any of the above. It was agreed that all would be interested. Circulate word count and requested this was not exceeded. MDV to send PDF of Safeguarding your Sponsorship investment to members.</p> | <p>All</p> |
| 6. | <p>The GALA 10 Commandments</p> <p>RdM explained why the instructions were put in place and asked if any members have any comments or suggestions. [.....]</p> | <p>MdV to send copies of briefing</p> |



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| | <p>suggested deadline date be highlighted to be ensured that members are aware of time limitations and running costs are taken into account. Various issues were raised and discussed.</p> | <p>and fee estimate sheets to members.</p> <p>BD to revise and revert</p> |
| 7. | <p>New members (Russia and others)</p> <p>BD reported that Stacy Bess had confirmed that Reed Smith had tried to use Ivanyan & Partners and were not altogether happy with the results. Lewis Silkin had used Alrud and were pleasantly pleased with the results. RdM wondered whether Egorov had received the application at all. He suggested that BD call Egorov to find out whether they are interested or not. JL to send details of firm in Moscow. BD, after clarification with RdM suggested that Egorov be used for advice in the first instance and report back on their findings.</p> | <p>BD</p> |
| 8. | <p>Discussion on Future Meetings</p> <p>May 2008, Berlin – A decision to be made after Informa information received. RdM outlined the logistics of this meeting. Stacy Bess has asked RdM not to ‘go live’ until he has had the ‘green light’ after the Executive telephone conference on 26 November 2007.</p> <p>Autumn 2008 - MB queried whether members relook at holding meetings at venues other than in the big cities and maximise their time and investment. Various points were raised. BD suggested that we look at holding the Autumn meeting at the same time as the Omnicom European conference. It was suggested that a decision on this issue be deferred until a decision about Informa has taken place.</p> | <p>MDV to research date of Omnicom European conference</p> |
| 9. | <p>PMA Law Book</p> <p>MB reported that not much progress had been made in this regard. To revert.</p> | <p>MB</p> |
| 10. | <p>Associate Membership</p> | <p>MB/BD</p> |



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| | The development of Associate Membership was discussed. It seems like neither party are benefitting from this membership. To be placed on the Board agenda. | |
| 11. | Any Other Business Regional Presidency President for one more year - 2008: MB President elect for 2009: RdM Library in USA JWF queried whether there is a library in New York that members have access to. BD suggested he speak to Stacy Bess. | |
| | There being no further business, meeting closed. | |

Brinsley Dresden

Lewis Silkin LLP

16 November 2007