

Counsel's Role and Opportunity in Managing Information to Maximize Enterprise Value

Today, information has taken on an increasingly complex and important role within the enterprise as a result of the expanded deployment of communications technology, the increasing mobility of customers and work force, and changes in core business operations. From an operational standpoint, many businesses have moved towards a networked enterprise model in an effort to manage costs and gain a competitive advantage, choosing to develop a series of strategic relationships. These relationships may take the form of shared services or a wholesale outsourcing of core business functions. The end result is the exponential growth in the amount of information an enterprise receives, processes, stores, distributes and ultimately disposes of with respect to its customers, work force and vendors.

More information is generally believed to positively impact decision making, drive process efficiencies and enable stronger relationships with employees and customers through the offering of customized products and services. As businesses and governments seek to take advantage of the benefits afforded by new technologies and databases, they face tough compliance challenges with respect to privacy and security concerns, particularly in the case of global transfers of information. These concerns will likely continue and become even more challenging as new privacy and security legislation is proposed. Like other forms of intellectual property, information has the potential to positively impact enterprise value only if associated risks are properly managed and asset value is maximized through a series of controls. While information risk is here to stay in the post-digital era, those companies that emerge as thought leaders in this space and develop ways to manage that risk to opportunity will have the opportunity to realize a competitive advantage.

A panel of attorneys from the law firm of Nelson Mullins Riley & Scarborough will facilitate a discussion of these issues at a special ACC CLE event scheduled for July 22, 2009, at the 755 Club at Turner Field. The panel will share its views on the role of information in the evolving digital economy from a risk and opportunity perspective, and lead a discussion on how internal corporate policies and practices – consistently applied – can positively impact compliance and enterprise value. They will also share their views on best practices for managing information risk to opportunity and the unique and integral role of in-house counsel in providing leadership in this area through interaction with senior management and the various corporate stakeholders, including marketing, human resources, operations and corporate communications.

Doors will open at 3:00 and the program will kick-off with a special keynote address from John Schuerholz, Team President of the Atlanta Braves, scheduled to begin promptly at 3:30. The 1.5 hour CLE program will begin at 4:00 with a cocktail reception, buffet dinner and Braves' baseball game (v. SF) to follow. Registration is limited so please save the date and watch for registration information.