

ADAMSDrafting.

Drafting Contracts Language and Layout

A rigorous overview of the elements of clear and effective drafting

17 April 2007, London
19 April 2007, Paris
26 April 2007, Frankfurt



ACC EUROPE
Association of Corporate Counsel

IACCM
International Association for Contract
and Commercial Management

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 seminar is sponsored by ACC Europe (a chapter of the Association of Corporate Counsel, the premier association for in-house counsel) and by the International Association for Contract and Commercial Management.

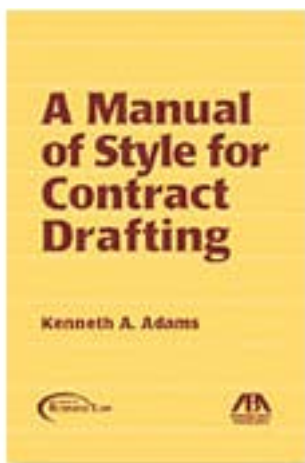
This seminar explores how to make your contracts clear and effective. The focus is not on what to say in a given contract, but on how to say it. Both U.S. and English drafting usages are examined. The seminar is interactive: participants discuss examples, work through problems, and do short drafting 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 participant is provided with a copy of *A Manual of Style for Contract Drafting* at no additional charge.

Agenda

9:00	Introduction	11:30	Using Defined Terms
9:30	The Two Rules	12:00	Lunch Break
9:40	The Front and Back of the Contract	1:00	Ambiguity
10:00	The Language of the Body of the Contract	1:30	Select Words and Phrases
10:30	Refreshment Break	2:00	Drafting as Writing
10:45	The Language of the Body of the Contract, cont'd	2:30	Refreshment Break
11:00	The Layout of the Body of the Contract	2:45	Bringing It All Together— Drafting Exercises
		3:45	Effecting Change
		4:00	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

17 April	London	Cass Business School 106 Bunhill Row London EC1Y 8TZ England Tel. +44 (0)20 7040 8037
19 April	Paris	Regus 72 Faubourg St. Honoré 72, rue du Faubourg St. Honoré 75008 Paris France Tel. +33 (0)1 40 07 80 07
26 April	Frankfurt	Regus Frankfurt die Welle An der Welle 4 60422 Frankfurt Germany Tel. +49 (0)69 75 93 70

“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*

Registration

Two ways to register:

Email acceurope@kelleneurope.com

Visit www.adamsdrafting.com/april2007

If you have any questions regarding registration, please telephone ACC Europe at +32 (0) 2 774 9613.

Fees

900 Euros (650 Euros for members of ACC Europe and IACCM and for multiple registrants from one organization).

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.

Commerce Bank

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

Account Title: AdamsDrafting

Account No.: 7921279019

SWIFT Code: CBNAUS33

ABA No.: 026013673

Reference: April 2007 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.