

27 March 2013

Dear All,

Welcome to the eleventh ProActive ThinkTank email Update.

We are delighted to announce our next event on

### **Integrating Law and Contract Management: Proactive, Preventive and Strategic Approaches**

which will be held in conjunction with the **IACCM Academic Forum** in Phoenix, Arizona, on **8 October 2013**. Please mark your calendar now!

As you may remember, we have held Proactive Law events every second year: 2003 in Helsinki, 2005 in Stockholm, 2007 in Turku, 2009 in Nancy, and 2011 in Copenhagen. This year's event, which at the same time marks the **10 year anniversary of our Proactive Law Conferences**, will be organized by the Proactive ThinkTank, the Nordic School of Proactive Law and the International Association for Contract and Commercial Management (IACCM), which will have its **Americas Forum 2013**, "Delivering Commercial Capability in a Changing Environment: Value, Innovation & Risks", on 8-10 October – see <http://www.iaccm.com/amer13/>.

The Academic Forum of the IACCM brings together contract and project management professionals and academics from a variety of legal and management disciplines. They will explore and share their insights and experience with the processes, skills, tools and techniques that help organizations merge proactive/preventive law with good contract, project, quality and risk management practices to achieve strategic, organizational goals through strategic contracting and their smooth, flexible implementation. The Forum aims to provide a platform for the exchange of knowledge, open up possibilities for research collaboration and form closer ties between professionals and scholarly academics. This year's theme explores proactive and strategic approaches to the integration of law and contract management.

If you are interested in submitting a proposal for a presentation or a paper for the Academic Forum, there is still time to do so: the deadline is 1 July 2013. Submissions may be theoretical and empirical. Essays, case studies, experiments, field studies and state of the art reviews are welcome. Submissions will be peer reviewed. Accepted summary abstracts will be published in Contracting Excellence eZine; accepted full papers will be published in IACCM Academic Forum Proceedings. Please see the Call for Papers at <http://www.iaccm.com/amer13/?p=Academic+Forum> for details. And do join us in Phoenix so we can meet in person. We plan to have an informal gathering for ProActive ThinkTank participants in the evening of 8 October.

### **Other Forthcoming Events of Interest**

The IACCM is holding its **IACCM Europe Forum** in Berlin, Germany, on 23-25 April, 2013. With many future-oriented topics on the agenda, ProActive ThinkTank core team members will act as speakers and breakfast roundtable discussion leaders. The sessions will address topics such as contracts for the organizations of the future, trends in the future of commercial contracting, and transforming contracts from legal rules to user-centered communication tools. – For details and registration, go to <http://www.iaccm.com/europe/>.

As those of you who have followed our recent research and publications have noticed, we have found allies in information design, simplification and visualization helping us develop our ideas further so that they can be used more easily and widely in business as well as in research, development and training.

The Simplification Centre and the University of the Aegean will run an international summer/autumn **Course on Information Design** 30 September to 4 October 2013 in Syros, Greece, see <http://www.simplificationcentre.org.uk/courses/schools/>. Provided that there is enough interest, we plan to arrange 1) special sessions on merging contract / legal design with information design and visualization; and 2) a **Legal Design Jam**, modeled on hackathons, with a small committed group of interested people, including legal and other practitioners and graphic designers, aiming at giving an extreme visual makeover to a chosen text or document (piece of legislation, contract, license, standard terms and conditions, ...). If you are interested, please contact the organizers at [info\(at\)simplicationcentre.org.uk](mailto:info@simplicationcentre.org.uk).

If we can find a host and a group of committed professionals, scholars and graphic designers, we are also planning to put together a **Design Jam** right before or after the IACCM Americas Forum in October on a US location to be agreed. The candidate document for redesign is still to be decided, so please send us your suggestions! If you are interested to host or to participate, please contact Helena Haapio ([helena.haapio\(at\)lexpert.com](mailto:helena.haapio@lexpert.com)) or Stefania Passera ([stefania.passera\(at\)aalto.fi](mailto:stefania.passera@aalto.fi)) to express interest, ask questions, or give suggestions.

### Recent Publications and Presentations

Since our last Update, ProActive ThinkTank participants George J. Siedel, Professor of Business Administration and Business Law at the University of Michigan and Helena Haapio, International Contract Counsel for Lexpert Ltd, the Authors of **Proactive Law for Managers** (Gower 2011), have published their book **A Short Guide to Contract Risk** (Gower 2013). The publisher has set up a discount code for IACCM members and ProActive ThinkTank participants. To claim your discount, you can go to the IACCM Store at <http://www.iaccm.com/store/> and follow the instructions or contact one of the Authors.

Recent publications and presentations of our stakeholders in the field of contract/information design and visualization include the following:

Thomas D. Barton, California Western School of Law, Gerlinde Berger-Walliser, School of Business, University of Connecticut and Helena Haapio, University of Vaasa/Lexpert Ltd: **Visualization: Seeing Contracts for What They Are, and What They Could Become.** *Journal of Law, Business & Ethics*, Vol. 19, 2013, pp. 47–63. Abstract available at <http://ssrn.com/abstract=2005434>.

Milva Finnegan and Helena Haapio: **Communicating contracts in split seconds: Using visual tools to make leadership pay attention.** *Contract Management*, Vol. 52, No. 7, 2012, pp. 26–43, available at <http://www.ncmahq.org/files/Articles/CM0712%20-%2026-43.pdf>.

Helena Haapio: **Designing Readable Contracts: Goodbye to Legal Writing – Welcome to Information Design and Visualization.** Proceedings of the International Legal Informatics Symposium IRIS 2013, 21–23 February 2013, Salzburg, Austria: also published in Jusletter IT 20 February 2013.

At the Symposium on Communicating Complex Information held at East Carolina University in Greenville, NC, February 25–26, 2013 Stefania Passera and Helena Haapio presented their paper **Transforming Contracts from Legal Rules to User-centered Communication Tools: a Human-Information Interaction Challenge.** The paper will be published in *Communication Design Quarterly Review*, available at <http://sigdoc.acm.org/publications/cdr/>. For usability and user experience (UX) in general and in connection with contracts in particular, see **Improving Customer Experience through user-friendly B2B contracts.** In *UX: Why? What? A Glimpse of User Experience for B2B Industry* by FIMECC UXUS, pp. 20–21, available at [http://uxus.fimecc.com/sites/uxus.fimecc.com/files/uxbooklet\\_issue1\\_online\\_2\\_0.pdf](http://uxus.fimecc.com/sites/uxus.fimecc.com/files/uxbooklet_issue1_online_2_0.pdf)

At the XXVII Nordic Conference of Law and IT, “Internationalisation of law in the digital information society” in Stockholm on November 22–23, 2012, several representatives of the Nordic School of Proactive Law participated as speakers. The topics included data protection in global networks; evolving systems for solving conflict of laws on the Internet; and visualisation of law and contracts. For the program, speakers, and abstracts, go to <http://www.juridicum.su.se/iri/e12/>. The proceedings will be published in Svantesson & Greenstein (eds.), *Nordic Yearbook of Legal Informatics 2010-2012* (Ex Tuto Publishing 2013).

Please let us know about your news, publications, events, and plans so we can spread the word in our next Update. We look forward to seeing you in Phoenix in October and to receiving your thoughts, ideas and comments.

On behalf of the Core Team of the ProActive ThinkTank

Helena Haapio, [helena.haapio\(at\)lexpert.com](mailto:helena.haapio@lexpert.com)

Gerlinde Berger-Walliser, [gerlinde.berger-walliser\(at\)uconn.edu](mailto:gerlinde.berger-walliser@uconn.edu)

PS. We continue to seek possible sources for financial support to our initiatives that would enable the ProActive ThinkTank to bring together many of the concepts, theories and practical tools that we have been developing and are exploring. If you are interested in this, please contact us for more information or to discuss.

If you are interested in our work and have not yet notified us of your interest, please contact one of us, and we will add your email address to our mailing list. If you need to update your contact information or no longer wish to receive updates from us, please let us know.

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Watch out for more information. For our Mission Statement and earlier Updates, please go to  
<http://www.proactivethinktank.com> or  
<https://www.iaccm.com/gp/proactive>