

2 May 2016

Dear All,

Welcome to the newest ProActive ThinkTank email Update. This Update contains information on

- our next event: IACCM Academic Forum in San Diego, CA – The Strategy of Change
- International Conference on Contract Simplification
- other recent conferences, presentations and publications

First of all, we wish to remind you of our next event:

The Strategy of Change: Driving Commercial Success and Improving Business Functions

which will be held in conjunction with the 2016 **IACCM Academic Forum** organized by the International Association for Contract and Commercial Management (IACCM) in San Diego, CA, USA on **24 October 2016**.

Like in previous years, the 2016 Academic Forum brings together professionals and academics from a variety of disciplines to provide a platform for knowledge exchange opening up possibilities for research collaboration and supporting closer ties between professionals and scholarly academics. The event will be held in association with SAGE's Journal of Strategic Contracting and Negotiation (JSCAN) during the **IACCM Americas Conference 2016** on 24–26 October (see <http://www2.iaccm.com/americas16/>). The general theme of the Conference is transformation. If you are interested in submitting a proposal for a presentation or a paper for the Academic Forum, the deadline is **24 June 2016**. Submissions can be made for oral presentation only or oral presentation plus possible publication in the conference proceedings or JSCAN. Papers/Presentations may be presented from a variety of disciplines, such as law, business, economics, social responsibility, finance, marketing, management, accounting, information design, management information systems (MIS), public administration, business education, and related fields, as long as the research is relevant to the theme of the forum. For submission guidelines and details, please see the Call for Papers and Presenters at <http://www2.iaccm.com/americas16/?p=Academic+Forum&s=>.

International Conference on Contract Simplification

This conference addressing contract simplification and related topics was held 28–30 March at the Swiss Re Centre for Global Dialogue in Rüslikon near Zurich, Switzerland. Many ProActive ThinkTank constituents attended and presented. The event website includes presentation materials organized under the names of the speakers of Day One and Two at http://cgd.swissre.com/events/contract_simplification.html. The Twitter hashtag for the event was #ICCS2016. Videos are available, too, for example

- Thomas Barton, California Western School of Law
http://cgd.swissre.com/topics/Thomas_Barton_on_simplified_contracts.html
- Tim Cummins, IACCM
http://cgd.swissre.com/topics/Tim_Cummins_how_people_find_contracts_difficult.html
- Rob Waller, Simplification Centre
http://cgd.swissre.com/topics/Rob_Waller_on_the_impact_of_simplified_contracts.html.

Day Three of the event was a Contract Jam, an interactive workshop, where participants worked on an existing contract, with the goal to make it simpler and more user-friendly. Results of the Contract Jam will be reported at <http://legaldesignjam.com/jams/past-jams/>.

After the event, a group of organizers and delegates got together at Swiss Re Headquarters to find ways of taking the ideas and developing them further. One of the outcomes was an initiative around FIT contracts, FIT standing for Functional, Inclusive, Transparent. We will report on the developments in future Updates.

As those of you who have followed our work 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. We are proud to be among the pioneers of contract simplification & visualization and legal design thinking.

Other Recent Conferences, Presentations and Publications

Since our last Update, ProActive ThinkTank constituents have promoted the proactive approach through various courses, conferences, presentations and publications, including the following:

George Siedel, University of Michigan Ross School of Business, the co-author of *Proactive Law for Managers* (Gower 2011) and *A Short Guide to Contract Risk* (Gower 2013), teaches a free Massive Open Online Course (MOOC) titled **Successful Negotiation: Essential Strategies and Skills** (Coursera). The course is available on-demand at <https://www.coursera.org/learn/negotiation-skills>, with subtitles currently available in English, Ukrainian, Chinese (Simplified), Portuguese (Brazilian), Russian, Spanish, and more to come. So far, the MOOC has been attended by more than 440,000 people worldwide.

Gerlinde Berger-Walliser, School of Business, University of Connecticut, has co-authored **Using Proactive Legal Strategies for Corporate Environmental Sustainability** with Paul Shrivastava and Adam Sulkowski. The article will be published in the Winter 2016 issue of *Michigan Journal of Environmental and Administrative Law*.

Thomas Barton, California Western School of Law, has published **Redesigning Law and Lawyering for the Information Age** in *Notre Dame Journal of Law, Ethics, and Public Policy*, Vol. 30, No. 1, p. 101– (2016) and **Improving Contracts through Expanding Perspectives of Understanding** in *California Western Law Review*, Vol. 52, No. 1, p. 33–64 (2015) and presented lectures on prevention and proactive lawyering at law schools in Shanghai and Wuhan, China.

Helena Haapio, University of Vaasa / Lexpert Ltd has co-authored three conference papers presented at the IRIS 2016 event held at the University of Salzburg, Austria, available through <http://jusletter-it.weblaw.ch/issues/2016/IRIS.html> and SSRN: 1) **Design Patterns for Contracts** (co-authored with Margaret Hagan). LexisNexis Best Paper Award – Top 10 Paper; 2) **Next Generation Deal Design: Comics and Visual Platforms for Contracting** (co-authored with Daniela Alina Plewe & Robert de Rooy); and 3) **Putting Financial Regulation to Work: Using Simplification and Visualization for Consumer-Friendly Information** (co-authored with Marika Salo & Stefania Passera).

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 San Diego in October, if not earlier, 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.

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>