

Invitation

The series of joint meetings of the Project Management Association's Contract Management Special Interest Group (CM SIG) and the International Association for Contract and Commercial Management (IACCM) Finland will continue with a meeting, arranged in collaboration with the Turku University of Applied Sciences and the ProActive ThinkTank, on

ProActive Project Leadership and the Law:

"An ounce of prevention is worth a pound of cure"

The meeting will take place at the Auditorium Lemminkäinen of the Turku University of Applied Sciences, Lemminkäisenkatu 30, Turku, on **4 October 2007** at 09:00–12:00 a.m.

George J. Siedel, *Professor of Business Law & Business Administration*
University of Michigan Business School:

Moving from Product Liability to Product Innovation

- Managerial responses to legal concerns
- The Manager's Legal Plan
- Applying the Manager's Legal Plan to product liability
 - Management tools for resolving product liability litigation
 - Business strategies and solutions
 - Reframing product liability legal concerns as business concerns



Company managers often view the law as a burden or an obstacle, rather than as a source of competitive advantage. This presentation will discuss a process called the Manager's Legal Plan that provides a tool that business managers and lawyers can use to move beyond "flight or fight" reactions to legal concerns. This tool enables them to use law proactively as a source of competitive advantage by developing business strategies and solutions to reduce costs by preventing future legal problems and reframing legal concerns as business concerns.

Professor Siedel is the author of the book *Using the Law for Competitive Advantage* (Jossey-Bass 2002). He has received several research and teaching awards and served as a Visiting Professor at Harvard University, the University of Sydney, Stanford University, and the University of Cambridge.

Sari Lintumaa, *Global Relationship Leader*
Zurich Insurance Ireland Limited, Finland Branch

Legal Risk Management

- Legal Risk Management (LRM) – old stuff with a new package?
- Insurance – an oldfashioned and unfit tool for LRM?



Helena Haapio, *Contract Coach, Lexpert Ltd*
Coordinator of the ProActive ThinkTank & IACCM Finland

The ProActive Approach: the Past, the Present and the Future

- Proactive Contracting and Proactive/Preventive Law
- Future activities of the CM SIG and of the ProActive ThinkTank
(www.proactivethinktank.com)



In addition to current members of the IACCM and Project Management Association Finland (PMAF), the meeting is open to all interested in the work of the ProActive ThinkTank. There is no charge to attend. Please register by 1 October 2007, either through <http://www.pry.fi/kohtauspaikka/ryhmat.php> or by e-mail to jyry.louhisto@pry.fi.