

Tuesday 15 December
DLA Piper Hong Kong, 17th Floor, Edinburgh Tower,
The Landmark 15 Queen's Road, Central

8.30 - 9.00	REGISTRATION
9.00- 10.00	<p>The Privacy Implications of Big Data and Internet of Things <i>Allan Chiang, Former Privacy Commissioner for Personal Data</i></p> <ul style="list-style-type: none"> ■ The ramifications of technological developments for privacy ■ The role of organisations in legal compliance
10.00 - 10.45	<p>Building the Future of Digital Marketing <i>Gloria Liu, DLA Piper & Sammy Hsieh, iClick</i></p> <ul style="list-style-type: none"> ■ Digital marketing evolution and the rise of programmatic marketing ■ Challenges and key takeaways of doing business in China ■ Digital marketing: where are we going in 2016 and beyond
10.45 - 11.00	REFRESHMENTS & NETWORKING BREAK
11.00 - 12.00	<p>In an Era of Cyber Anarchy, is it Time For Enhanced Employee Monitoring <i>Julia Gorham, DLA Piper; Anita Lam, DLA Piper & Paul Jackson, Stroz Friedberg</i></p> <ul style="list-style-type: none"> ■ Why the insider risk should be accorded top priority ■ Insider risk case studies ■ How to build a comprehensive insider threat program using analytics ■ Focusing resources using psycholinguistic analysis to identify at-risk employees ■ Current HR Landscape: how is analytics used in making people decisions ■ How to use analytics wisely and effectively
12.00 - 13.00	<p>Mitigating Cybersecurity Risks <i>Henry Shek, KPMG; Andrew Mahony, Aon Risk Solutions & Kit Burden, DLA Piper</i></p> <ul style="list-style-type: none"> ■ Key cyber risk management and security fundamentals ■ The growing legal risks and regulator responses ■ How to best mitigate these risks and protect your company
13.00 - 13.45	NETWORKING LUNCH
13.45 - 14.45	<p>Tech Exits Through Mergers & Acquisitions or IPOs <i>Paul Chen, DLA Piper & Andy Tam, DLA Piper</i></p> <ul style="list-style-type: none"> ■ How founders can monetize their investments and hard work ■ How tech companies can continue their development with more funds and expertise
14.45 - 15.45	<p>Global Sourcing Trends <i>Kit Burden, DLA Piper</i></p> <ul style="list-style-type: none"> ■ Impact of (and best practice in) multi sourcing ■ Current trends in negotiation of key contract provisions ■ Automation and robotics ■ Contracting for Cloud Services
15.45 - 16.00	REFRESHMENTS & NETWORKING BREAK
16.00 - 17.00	<p>Internet of Things – Market Insights, Opportunities and Key Legal Risks <i>Heng Loong Cheong, DLA Piper, Joyce Chan, DLA Piper & Louise Crawford, DLA Piper</i></p> <ul style="list-style-type: none"> ■ The state of the market and predictions for the future ■ How the IoT is changing business models and acting as a disruptor in the market ■ The benefits that the IoT can bring as well as on key legal risks