



THE ESSENTIALS OF DRAFTING CLEAR, CONCISE & MODERN CONTRACTS

PRESENTED BY ALB AND KENNETH A. ADAMS



DATE: 13 NOVEMBER 2014
TIME: 8:30AM - 4PM
LOCATION: SEOUL, KOREA

ALB is pleased to present internationally renowned contracts expert Ken Adams for one day only in Seoul. This hands-on seminar explores how to draft contracts that express deal terms clearly and effectively, saving you time and money, enhancing your competitiveness, and mitigating risk. Rather than simply lecturing, Ken uses interactive exercises, encouraging participation and addressing practical considerations related to the drafting process. This seminar is valuable for both junior and senior legal professionals, with tips that apply to all contracts drafted in English, whatever the governing law.

WHAT YOU'LL LEARN

Practical skills from a global industry leader • The problem with traditional contract language • How efficient contract drafting can benefit your business • The basics of rigorous contract language and layout • Why revising your contract process can improve contract language

WHO SHOULD ATTEND

Lawyers • In-house counsel • Paralegals and managers in law firms and corporations • Contract managers • Anyone who drafts, negotiates, or reviews contracts

SPECIAL OFFER- FREE BOOK!

Each participant will receive, at no extra charge, a copy of the latest edition of Ken Adams's book, *A Manual of Style for Contract Drafting*. The seminar explores issues addressed in detail in this one-of-a-kind book that has become a valued resource for the legal profession.

LEARN EXPERT DRAFTING TECHNIQUES FROM A LEADING AUTHORITY



Ken Adam, Author, *A Manual of Style for Contract Drafting*

As the leading authority on contract language, Ken Adams has successfully coached people around the world in drafting clearer contracts. His groundbreaking book *A*

Manual of Style for Contract Drafting has sold tens of thousands of copies internationally since it was first published by the American Bar Association in 2004. The Legal Writing Institute has announced that Ken is to receive the Golden Pen Award for 2014, "to recognize his exemplary work in contract drafting." As part of its "Legal Rebels" project, in 2009 the ABA Journal named Ken one of its initial group of fifty leading innovators in the legal profession. And the ABA Journal included Ken's blog in its 2013, 2012, 2010, and 2009 "Blawg 100"—its list of the hundred best law blogs. For more information about Ken and his activities, go to www.adamsdrafting.com.

This was the most helpful seminar that I have ever attended. Ken addressed so many issues that you should always consider when drafting contracts but too often never do. Well done!

Associate General Counsel, Allegro MicroSystems, Inc.

PROGRAM AGENDA

<p>8:30 AM</p> <p>Registration</p> <hr/> <p>9 AM</p> <ul style="list-style-type: none"> - The state of contract drafting - Costs and causes of deficient drafting - Goals for the program <hr/> <p>9:20 AM</p> <p>The Front and Back of the Contract</p> <ul style="list-style-type: none"> - Title and introductory clause - Function and layout of recitals - Traditional recital of consideration - Concluding clause - Role of exhibits and schedules 	<p>10:10 AM</p> <p>Categories of Contract Language</p> <ul style="list-style-type: none"> - Different categories of contract language and their function - How to distinguish between categories - Why does it matter? <hr/> <p>10:30 AM</p> <p>Break</p> <hr/> <p>10:45 AM</p> <p>Categories of Contract Language, cont.</p> <hr/> <p>11:20 AM</p> <p>Layout</p> <ul style="list-style-type: none"> - How to present sections, subsections, and enumerated clauses - Using Adams's enumeration scheme - Issues of typography 	<p>11:35 AM</p> <p>Using Defined Terms</p> <ul style="list-style-type: none"> - Two kinds of definitions - Role of the definition section - Using an index of defined terms <hr/> <p>NOON</p> <p>Luncheon</p> <hr/> <p>1 PM</p> <p>Ambiguity and Vagueness</p> <ul style="list-style-type: none"> - Different kinds of ambiguity - How to avoid them - How to use vagueness <hr/> <p>1:30 PM</p> <p>Select Usages</p> <ul style="list-style-type: none"> - Problematic words and phrases - Clearer alternatives 	<p>2:10 PM</p> <p>Drafting as Writing</p> <ul style="list-style-type: none"> - Some general principles of good writing that apply to contract drafting <hr/> <p>2:30 PM</p> <p>Break</p> <hr/> <p>2:45 PM</p> <p>Bringing It All Together</p> <ul style="list-style-type: none"> - Redrafting sample provisions <hr/> <p>3:45 PM</p> <p>Effecting Change</p> <ul style="list-style-type: none"> - The individual - The organization <hr/> <p>4 PM</p> <p>End</p>
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Early bird price - **SAVE USD600** Register before 18 October and pay only **USD888**
To book please visit www.regonline.com/ken_adams_korea_2014

Regular price - **USD1500**

Group price - **SAVE AN ADDITIONAL 20%** Register five participants from your organisation and the 5th person attends for free
Price includes the seminar, luncheon, course materials, and a complimentary copy of Ken Adams's book, *A Manual of Style for Contract Drafting*.

For all delegate bookings and enquiries, please call **Colin** at **(65) 6318 4746** or e-mail colin.carter@thomsonreuters.com