



**GLOBAL POUND  
CONFERENCE SERIES**  
2016-17

Founder Diamond sponsors:



HERBERT  
SMITH  
FREEHILLS



SINGAPORE  
INTERNATIONAL  
DISPUTE  
RESOLUTION  
ACADEMY

# SHAPING THE FUTURE OF DISPUTE RESOLUTION & IMPROVING ACCESS TO JUSTICE

**GPC SERIES SEED  
MONEY CAMPAIGN**

**SPECIAL GLOBAL  
SPONSORSHIP OPPORTUNITIES**  
AVAILABLE ONLY UNTIL AUGUST 15, 2016

A special Seed Money Campaign is in effect for all sponsors making a commitment before August 15, 2016 (12pm EST) and sending their payment no later than August 31, 2016. Your company, firm, or organization will be recognised at the next highest sponsor level, and you will receive all of the benefits of that level. For more information, please contact Melissa Cloud, Director of GPC Funds Acquisition: [sponsorship@gpcseries.org](mailto:sponsorship@gpcseries.org) (Tel: +1-504-289-8444)

[GlobalPoundConference.org](http://GlobalPoundConference.org)



# GLOBAL POUND CONFERENCE SERIES 2016-17

## Global Pound Conference (GPC) Series

### The Business Rationale for Sponsorship

The GPC Series is currently scheduled to take place in approximately 40 cities and 31 countries. It will involve thousands of informed stakeholders participating in person or via the Internet. **A special sponsorship campaign is being offered to new Global Sponsors until August 15, 2016 to deal with the increased number of GPC events being planned around the world.** The Series has the capacity to stimulate real, positive changes in how disputes will be handled in the 21st century, enabling sponsors to show their leadership and engagement in improving access to justice and the resolution of civil and commercial dispute resolution systems worldwide. This affects all types of disputants and stakeholders, including multinationals, small and medium-sized enterprises, entrepreneurs, law firms, court houses, arbitration and mediation centres, NGOs, governments and regulatory agencies around the world. The GPC Series is an effective branding opportunity both locally and globally to promote corporate governance, adoption of more appropriate dispute resolution systems, better risk management and corporate social responsibility issues, and for organisations seeking to develop data-driven “best practice” policies. Four of the main benefits that will accrue to GPC Sponsors are:

#### 1. Enhanced public reputation in leadership

Sponsoring the GPC Series is essentially about leadership in promoting access to justice and providing greater informed choices to disputants. Among the themes to be discussed during the GPC Series are corporate governance, legal and social responsibility issues (including the OECD Guidelines for Multinational Enterprises) and challenges facing access to justice in emerging markets and low- and middle-income countries. The GPC will give Sponsors a highly visible platform for positively influencing these issues in the eyes of both the public, users and key regulators in the different markets where each GPC event will be held.

#### 2. Positive perceptions of customers, vendors, and other stakeholders

Sponsoring the GPC series will convey a strong public message that sponsoring entities have a strong sense of fiduciary responsibility (limiting expenditures of non-producing resources), and appropriate case management and dispute resolution process design strategies, which are pragmatic and case-specific. Sponsors through their visible support will also be able to communicate that effective cost reductions and better time management is wired into their ethos, and that they expect providers and advisors of ADR services to energetically devise strategies to end disputes on acceptable terms as quickly and cost-effectively as possible.

#### 3. Cost Savings

Published data indicates that companies known to be “dispute-wise” (i.e. known to be systemic and thoughtful in their approaches to dispute resolution) tend to have higher P/E ratios than those that litigate to the end regardless. Sponsors will be able to leverage their GPC participation to compare and review best practices and to ensure that cutting-edge cost-saving processes are implemented in their own structures, thus enhancing their own know-how and value, while reducing legal spend.

#### 4. Rule of Law development

As the GPC Series will also take place in a number of emerging markets and low and middle income countries, it will provide Sponsors with an opportunity to help shape vital changes in places where operations are currently challenged by an absence of adequate rule of law. Access to justice is a key role for ADR in a global economy and flattening world, be it in sophisticated but expensive legal jurisdictions, or in countries with struggling judicial systems. The GPC will serve as a platform to explore and develop together with all concerned stakeholders how ADR can best be used to fulfil this role and how use of ADR can be encouraged for public benefit.

[https://www.adr.org/aaa/ShowPDF?doc=ADRSTG\\_004327](https://www.adr.org/aaa/ShowPDF?doc=ADRSTG_004327)

SPONSORSHIP LEVELS	Platinum €100,000	Gold €75,000	Silver €50,000	Bronze €25,000	Corporate €10,000	Individual €1,500
SPONSORSHIP BENEFIT						
The right to appoint a representative to ten (10) LOCs	✓					
Sponsor's logo on all letterheads and online/offline media including webinars and event manuals relating to the GPC Series.	✓					
One (1) place on the COG's Executive Committee.	✓					
Number of electronic mailings to all registered participants	✓ 2 mailings	✓ 1 mailing				
An online banner on the GPC's website and all event programmes during the duration of the GPC Series	✓ (permanent)	✓ (for 3 months)				
Moderator or speaker slots at a number of events, to be confirmed by the LOC for each event	✓ (2 slots/event. Max. 15 events)	✓ (1 slot/event. Max. 10 events)				
One (1) place on the COG's Advisory Board	✓	✓	✓			
Sponsor's logo on all online/offline media including webinars and event manuals relating to the GPC Series, but not necessarily all videos.	✓	✓	✓		<i>*subject to availability</i>	
On-site visibility at each event via an electronic networking platform.	✓	✓	✓	✓		
Name (in capital letters) to be added to the list of Corporate Global Sponsors (see above).	✓	✓	✓	✓		
Sponsor's logo on all GPC Series webpages	✓	✓	✓	✓		
Preferential registration at each LOC event for guests of that sponsor in case of over-registration	✓	✓	✓	✓	✓	✓
Number of free delegate spot to be used at any event of that sponsor's choice	✓ 20	✓ 15	✓ 10	✓ 5	✓ 2	✓ 1
Name (in capital letters) to be added to a list of donors linked to all online media relating to GPC events, identifying the donor as an Individual Global Sponsor	✓	✓	✓	✓	✓	✓

## SEED MONEY CAMPAIGN GET UPGRADED A LEVEL!

All sponsors making a commitment before **August 15, 2016 (12pm EST)**, and sending their payment no later than August 31, 2016, will be recognised at the next highest sponsor level and receive the benefits of that level.\*

*Please note that a special offer also exists for the Americas.*

*Global Sponsors may allocate up to thirty percent (30%) of their donations to specified local events.*

All Global Sponsors will be listed on the GPC Series' website, in the programmes of all local events, and on any final reports.

Global Sponsorship donations will finance the operations of the COG, which include:

- Creating and maintaining a web-based multimedia platform that will capture all events and provide access to discussion groups and a global community of stakeholders
- Development of all voting applications and other data-generating means
- Preparing key documents for the GPC series, such as the prospectus, questions and loc handbook
- Project and budget management and general administration, including the fees of the professional conference organiser and key organisers and service providers
- Promoting the GPC series through all available types of media, internationally and regionally
- Providing support to all locs, possibly including discretionary seed funding (loans) to enable some events to be established;
- Overseeing the activities of all locs and coordination their activities
- Ensuring at least one academic peer-reviewed publication following the termination of the GPC series

Any profits remaining at the end of a local event or the GPC Series will be reinvested by the COG into other LOCs or to continue the GPC Series in the future. They may also be used to support the activities of IMI.

For further information please contact Melissa Cloud: [sponsorship@gpcseries.org](mailto:sponsorship@gpcseries.org) (Tel: +1-504-289-8444).



# GLOBAL POUND CONFERENCE SERIES 2016-17

## Sponsorship Payment Arrangements

The COG will determine the course of payments and draw-downs depending on the cash flow needs of the Series in order to operate the number of local events approved by it and possibly as seed capital to trigger local organising committee events or assist in retaining key venues. Sponsors needing to accrue their payments to 2017 for annual budgeting purposes will be able to do so in part. Leading international academic institutions providing high level expertise to the COG (e.g., data analysis services) may be classified as Global Sponsors by allocating academic personnel and students to help analyse the data or any other assistance that may help to achieve the stated goals of this project.

## Global & Local Partners

Global Partners are leading international or regional organisations who wish to support the GPC Series, but not financially. Local Partners are national or local stakeholder organisations involved in ADR who wish to actively support the GPC Series. Global and Local Partners are expected to assist the COG and LOCs in finding appropriate speakers and participants in accordance with the attendance ratios required, and assisting in ensuring that users and key leaders who use and pay for ADR services are invited to speak and/or attend. Global and Local Partners will be expected to send targeted mailings to their members to attend local events and to encourage participation and support by other local and regional stakeholders, whether in person or online. Global Partners will be recognised by the COG and listed on the GPC Series' website, in mailings, and in the programmes of all local events, as well as on all final reports. Local Partners will be recognised by LOCs and will be identified in local publications and materials, as approved by the LOC.

A non-exhaustive list of founder Global Sponsors and Partners currently includes:

### Founder Diamond Sponsors to the GPC Series



HERBERT  
SMITH  
FREEHILLS



SINGAPORE  
INTERNATIONAL  
DISPUTE  
RESOLUTION  
ACADEMY

### Founder Platinum Sponsors to the GPC Series



### Founder Gold Sponsors to the GPC Series



### Founder Silver Sponsors to the GPC Series



北京仲裁委员会  
Beijing Arbitration Commission  
北京国际仲裁中心  
Beijing International Arbitration Center



### Founder Bronze Sponsors to the GPC Series



INTERNATIONAL CENTRE  
FOR DISPUTE RESOLUTION®



# GLOBAL POUND CONFERENCE SERIES 2016-17

## Global Partners

1. ACB Foundation Conflict Management Research Centre
2. ADR Institute of Canada (ADRIC)
3. American Arbitration Association/ International Centre for Dispute Resolution (AAA/ICDR)
4. American Bar Association, Section of Dispute Resolution (ABA)
5. ArbitralWomen
6. Association of International Business Lawyers (AIBL)
7. Association of Mediation Assessors, Trainers and Instructors (AMATI)
8. Beijing Arbitration Commission/ Beijing International Arbitration Centre (BAC/BIAC)
9. Centre for Effective Dispute Resolution (CEDR)
10. Centro Internacional De Mediacion
11. Chartered Institute of Arbitrators (CIArb)
12. China International Economic and Trade Arbitration Commission (CIETAC)
13. Commercial Dispute Resolution (CDR)
14. Commercial Mediation Group UK
15. Corporate Counsel International Arbitration Group (CCIAG)
16. DIS Deutsche Institution für Schiedsgerichtsbarkeit.V (German Institution of Arbitration)
17. EUCON Europäisches Institut für Conflict Management e.V.
18. Geneva Chamber of Commerce, Industry and Services
19. Indian Institute of Arbitration & Mediation (IIAM)
20. Institution Quraysh
21. International Bar Association (IBA)
22. International Chamber of Commerce (ICC)
23. International Dispute Resolution Group (IDR)
24. Institute for Dispute Resolution at New Jersey City University (IDR/NJCU)
25. International Institute for Conflict Prevention and Resolution (CPR Institute)
26. Lawtech.ch
27. Lufthansa
28. National Academy of Construction in the United States
29. Neuroawareness.com
30. Pakistan Mediators' Association (PMA)
31. Resolution Institute (LEADR & IAMA)
32. Round Table Mediation und Konfliktmanagement der deutschen Wirtschaft (RTMKM)
33. Standing Conference of Mediation Advocates (SCMA)
34. Straus Institute for Dispute Resolution, Pepperdine University School of Law
35. Singapore Airlines
36. Singapore International Arbitration Centre (SIAC)
37. Singapore International Mediation Centre (SIMC)
38. Singapore International Mediation Institute (SIMI)
39. Singapore Mediation Centre (SMC)
40. Singapore: The Law Society of Singapore
41. Singapore: Ministry of Law
42. Singapore: State Courts
43. Singapore Corporate Counsel Association (SCCA)
44. Swiss Arbitration Association (ASA)
45. Swiss Chambers' Arbitration Institution (SCAI)
46. Swiss Chamber of Commercial Mediation (SKWM/CSMC/SCCM)
47. Union Internationale des Avocats (UIA)
48. Vereniging Zakelijke Mediation (ZAM)
49. Vlerick Business School
50. World Intellectual Property Organization (WIPO)

# ABOUT THE GLOBAL POUND CONFERENCE SERIES

The **Global Pound Conference (GPC) Series 2016-17** will facilitate the development of 21<sup>st</sup> century commercial and civil dispute resolution tools, at domestic, regional and international levels.

Launched in Singapore and finishing in London, the GPC Series will convene all stakeholders in dispute resolution - commercial parties, chambers of commerce, lawyers, academics, judges, arbitrators, mediators, policy makers, government officials, and others - at conferences around the world. Currently scheduled to take place in approximately 40 cities and 31 countries, these conferences will provoke debate on existing tools and techniques, stimulate new ideas and generate actionable data on what corporate and individual dispute resolution users actually need and want, both locally and globally.

**Be part of the Global Pound Conference Series and help shape the future of dispute resolution.**

## FOUNDER SPONSORS:

---

### Diamond sponsors:



HERBERT  
SMITH  
FREEHILLS



SINGAPORE  
INTERNATIONAL  
DISPUTE  
RESOLUTION  
ACADEMY

### Platinum sponsor:



### Gold sponsor:



### Silver sponsors:



北京仲裁委员会  
Beijing Arbitration Commission  
北京国际仲裁中心  
Beijing International Arbitration Center



### Bronze sponsor:



INTERNATIONAL CENTRE  
FOR DISPUTE RESOLUTION®

### Conference Organiser:

Kenes Group  
Rue François-Versonnex 7  
1207 Geneva, Switzerland  
Tel: +41 22 908 0488  
Email: [info@GlobalPoundConference.org](mailto:info@GlobalPoundConference.org)

### Corporate Events Planner

Stephanie Heurtier  
Email: [sheurtier@kenes.com](mailto:sheurtier@kenes.com)

### Corporate Senior Account Manger

Eric Ben-Harrous  
Email: [eharrous@kenes.com](mailto:eharrous@kenes.com)

[GlobalPoundConference.org](http://GlobalPoundConference.org)