

SCCE

# ECEI

WEB CONFERENCE  
SERIES

**European Compliance & Ethics Institute**

16 • 17 April

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# SCHEDULE AT A GLANCE

ALL TIMES LISTED ARE IN CENTRAL EUROPEAN SUMMER TIME (CEST)

## THURSDAY, 16 APRIL

13:30–14:30 CEST	101 Effective Third Party Due Diligence and Monitoring
15:30–16:30 CEST	102 Creating Privacy Training That Sticks: Techniques and Tools to Improve Learner Retention

## FRIDAY, 17 APRIL

13:30–14:30 CEST	201 Choosing and Using KPIs and Metrics That Matter: How to Assess and Sell Your Programme from the Inside Out
15:30–16:30 CEST	202 Moving the Needle on Modern Slavery — What Organizations Can Do to End Forced Labor in Supply Chains

## MONDAY, 20 APRIL

15:30–16:30 CEST	302 Implementing a Global Trade Compliance Programme
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## TUESDAY, 21 APRIL

13:30–14:30 CEST	401 Whistleblowers Welcome: EU Sets New Direction for European Compliance
15:30–16:30 CEST	402 When Change Must Succeed: What Can We Learn from Journeys from Shame to Change

## WEDNESDAY, 22 APRIL

13:30–14:30 CEST	501 Benchmarking Your Compliance Programme — How Mature is Your Corporate Compliance Culture?
15:30–16:30 CEST	502 Properly Safeguarding Data — How Much Security Is Enough — In the Office and Working From Home?

## THURSDAY, 23 APRIL

13:30–14:30 CEST	601 Challenging Yourself to Challenge the Board to Challenge You
15:30–16:30 CEST	602 How to Survive a Monitor — Tips from Around the World

## FRIDAY, 24 APRIL

13:30–14:30 CEST	701 Business Ethics Programmes: What Is the State of Play in Large European Listed Companies?
15:30–16:30 CEST	702 The Key Role of the Compliance Ambassadors

## MONDAY, 27 APRIL

15:30–16:30 CEST	802 Compliance Won't Take Root or Grow in a Toxic Culture: Diagnosing and Dealing with Toxicity is a Cross-Functional Endeavor. How to Think Holistically About Integrity Management
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## TUESDAY, 28 APRIL

13:30–14:30 CEST	901 New Frontiers in Data Privacy
15:30–16:30 CEST	902 Balancing the Scales Between Compliance and Ethics

## WEDNESDAY, 29 APRIL

13:30–14:30 CEST	1001 Workforce Privacy Training and Effective Controls to Prevent Inadvertent Employee Data Breaches
15:30–16:30 CEST	1002 Innovate Your Compliance Programme Through Digitalization, Metrics, and KPIs

## THURSDAY, 30 APRIL

13:30–14:30 CEST	1101 Identifying and Addressing Risks by Using Data Analytics
15:30–16:30 CEST	1102 Competition Law Compliance Programmes in Europe: Do They Matter?

Agenda is subject to change.

## THURSDAY, 16 APRIL

13:30–14:30 CEST

**101 Effective Third Party Due Diligence and Monitoring**

GERRY ZACK, Chief Executive Officer, SCCE &amp; HCCA

- Designing a risk-based third party compliance management programme
- Techniques for auditing and monitoring third parties
- Important contract terms for third party monitoring

15:30–16:30 CEST

**102 Creating Privacy Training That Sticks: Techniques and Tools to Improve Learner Retention**

KRISTEN LISTON, Principal, Rethink Compliance

- Key privacy points that matter for general population training
- How to grab attention and design training that will stay with the learner
- Measurement and evaluation — how to test that you are on the right track

## FRIDAY, 17 APRIL

13:30–14:30 CEST

**201 Choosing and Using KPIs and Metrics That Matter: How to Assess and Sell Your Programme from the Inside Out**

KRISTY GRANT-HART, CEO, Spark Compliance Consulting

SUSAN DU BECKER, Global Compliance Enablement, Cisco Systems BV

- Learn how to choose key performance indicators that actually matter: meaningful, impactful and business relevant.
- Find out how to evaluate your programme from the inside out by using cutting edge metrics that not only tell the story of your programme's progression, but also how you've supported business initiatives.
- Hear over 40 specific key performance indicators so you can choose those that best fit your programme. You'll find out how to track, monitor, and manage in a more effective way.

15:30–16:30 CEST

**202 Moving the Needle on Modern Slavery — What Organizations Can Do to End Forced Labor in Supply Chains**

ANNY TUBBS, Trustee, Unseen UK

PAULA DAVIS, Director, Waypoint GRC

- It couldn't happen here... could it? Understanding, identifying and managing modern slavery risk in your business
- Taking it to the front line - how to engage employees and the extended enterprise in the fight against modern slavery
- Crisis management - practical steps to take if you uncover slavery in your business

## MONDAY, 20 APRIL

15:30–16:30 CEST

**302 Implementing a Global Trade Compliance Programme**

KEVIN N. RIDDELL, CCEP, Director, Trade and Regulatory Compliance, Construction Products Group

- Challenges for US multinational organizations, when implementing a global trade compliance programme, including language, cultural, and regional regulatory differences
- Overview of how US sanctions and export compliance affect foreign branches and subsidiaries
- How to implement a programme that works, both for the US parent organization and the foreign subsidiary. How to resolve conflicts between regional requirements

## TUESDAY, 21 APRIL

13:30–14:30 CEST

**401 Whistleblowers Welcome: EU Sets New Direction for European Compliance**

VIGJILENCA ABAZI, Assistant Professor, Maastricht University

MARY INMAN, Partner, Constantine Cannon LLP

- The EU Whistleblower Protection Directive presents a new model for how companies respond to internal whistleblowers. As more countries explore North American style whistleblower reward programmes, the EU has taken a different tack
- When the EU Directive takes effect, member states must adopt robust protections and companies will have an exciting opportunity to rethink corporate best practices and embrace whistleblowers
- Meanwhile, member states can and should explore additional measures to encourage whistleblowers beyond the minimum standards required by the EU Directive

15:30–16:30 CEST

**402 When Change Must Succeed: What Can We Learn from Journeys from Shame to Change**

RICHARD T. BISTRONG, CEO, Front-Line Anti-Bribery LLC

THOMAS MEIERS, Head of the Central Coordinator Monitor, VW

- In today's fast changing economic environment, things can go wrong in an organization. Looking at an organization's most important asset, its people, what happens in the mindset of good people when they start doing bad things?
- When bad news and events do erupt, it can turn an entire organization upside down, often because of an ensuing investigation. How do people in the organization cope with such intense scrutiny, while still struggling with the realities of the need for a sudden change in mindset and culture?
- Faced with the consequences of the uprooting events, what is the appropriate response by an organization to ensure damage control? What are the mandates and commitments needed to demonstrate to both internal and external stakeholders that the commitment to change is about real, systemic, and sustainable transformation, and not an ethical spinning solution?
- Looking at the individual experience of Richard Bistrong, and the collective journey of Volkswagen, as shared by Thomas Meiers, the head of the Central Coordination Monitor of VW, we invite you to participate in very real-world discussion about people in an organization and sustainable change

## WEDNESDAY, 22 APRIL

13:30–14:30 CEST

### 501 Benchmarking Your Compliance Programme — How Mature is Your Corporate Compliance Culture?

TORSTEN WOLF, Director, Control Risks

- Identifying consistency: A reliant compliance culture also consists of spot checks around the globe. How assured are you that ethical behavior is understood the same way in London, Shanghai, Rio de Janeiro, and Dubai?
- Fit for purpose? Customizing the review programme to the specific needs of the business is essential, covering relevant topics and embedding different approaches, such as political risks and data analysis
- Being a value add: Leveraging experience and best practice to create a more mature compliance programme that is fit for purpose and adds value to your business

15:30–16:30 CEST

### 502 Properly Safeguarding Data — How Much Security Is Enough — In the Office and Working From Home?

PROFESSOR PAUL DOREY, Visiting Professor in Information Security, Royal Holloway College, University of London

- Interpreting and evidencing the security expectations of the regulators
- How to discover (in plain English) what security controls are in place?
- What security do you already have that you didn't know about?

## THURSDAY, 23 APRIL

13:30–14:30 CEST

### 601 Challenging Yourself to Challenge the Board to Challenge You

SALLY MARCH, CCEP, CCEP-I, Director, Drummond March & Co  
JANE L. MITCHELL, Director, JL&M Ltd, Karian and Box Ltd.

- Outputs v outcomes - helping your Board to challenge their outdated notions of ethics & compliance effectiveness and demand a shift in oversight from quarterly monitoring outputs to long-term sustainable business impacts
- Your Board must hold leadership accountable for aligning process and systems with purpose, values, and strategy. We will explore how ethics & compliance can help to bridge that cultural gap
- Shifting the narrative from “Tone at the Top” to “Conduct at the Top” and boosting your role as an “Ethics and Culture Officer”. How you can help senior leaders to actively role-model a culture of integrity

15:30–16:30 CEST

### 602 How to Survive a Monitor — Tips from Around the World

MATTHEW PAICE, CCEP-I, Group Compliance Officer, Inchcape Shipping Services

ERIC R. FELDMAN, CCEP-I, Senior VP and Managing Director, Corporate Ethics and Compliance Programs, Affiliated Monitors Inc.

MARIA LANCRI, Attorney, Partner, Squair

- Identify the different monitoring regimes in place or planned in the US, World Bank, France, UK, and other countries
- Discuss the “value-added” that monitors can bring to the table
- Identify how pro-active approaches and E & C changes can help companies avoid the imposition of a monitor when settling government cases

## FRIDAY, 24 APRIL

13:30–14:30 CEST

### 701 Business Ethics Programmes: What Is the State of Play in Large European Listed Companies?

GUEN DONDÉ, Head of Research, IBE

- What are the main emerging ethical challenges for business and how can they be tackled?
- What is the most effective way to put ethics on the Board agenda?
- How has the approach to applied ethics changed in the past 25 years?

15:30–16:30 CEST

### 702 The Key Role of the Compliance Ambassadors

LARA BONORA, CCEP-I, Head of Group Compliance Indirect Model, Oversight & Policies, UniCredit Bank

MILICA KARUNC, CCEP-I, Compliance Professional, Group Compliance Indirect Model, Oversight & Policies, UniCredit Bank

- Focus on the “Tone at the Middle” having ambassadors encourage the culture of “doing the right thing”
- How to encourage and motivate the ambassadors to spread out the compliance through their business
- Practical guidelines for an effective compliance ambassadors’ programme (sponsors, selection process, training, ambassador duties)

## MONDAY, 27 APRIL

15:30–16:30 CEST

### 802 Compliance Won’t Take Root or Grow in a Toxic Culture: Diagnosing and Dealing with Toxicity is a Cross-Functional Endeavor. How to Think Holistically About Integrity Management

RUTH N. STEINHOLTZ, Values Based Business Ethics Advisor & Author, AretéWork LLP

- Culture eats compliance for breakfast. Learn why it is important to recognize the signs of toxicity in your organizational culture and how to do so: You may be wasting your resources trying to plant compliance in infertile soil
- The 7 levels of ethics and compliance: are you neglecting some of them? How to think holistically about what you are trying to achieve
- We talk about culture all the time these days, but what can you really do to co-create an effective ethical culture? How do you construct a solid values-based foundation to address the real issues that no one wants to face?

## TUESDAY, 28 APRIL

13:30–14:30 CEST

### 901 New Frontiers in Data Privacy

**MODERATOR:**

ROBERT BOND, CCEP-I, Partner, Bristows LLP, Board Member, SCCE & HCCA

**PANEL:**

DAVID WRIGHT, Director UK Safer Internet Centre, SWGfL

KIM SMOUTER-UMANS, Head of Public Affairs & Professional Standards, Esomar

- Understanding your workers struggles with the new online world
- How data capture and global conflicts are becoming intertwined
- Where the next challenges are likely to be

15:30–16:30 CEST

### 902 Balancing the Scales Between Compliance and Ethics

JANE L. MITCHELL, Director, JL&M Ltd, Karian and Box Ltd.

ROBERT SMITH, CCEP-I, Director, Business Compliance and Ethics, Serco Group PLC

- As the world wakes up to the behaviors of organizations and starts to care about how they do what they do, regulators are catching up with public opinion and demanding effective oversight of both compliance and ethics programs
- Although expectations of our compliance programs are clear, they are less clear when it comes to defining ethical culture; so how can we balance the effectiveness of both and why is it so crucial to have that balance for sustained business success?
- Weak culture, weak compliance. Strong culture, effective compliance. One cannot thrive without the other. The balance needed has to be accepted, understood, and nurtured by all parts of an organization. How can E&C be the heart of that collaboration?

## WEDNESDAY, 29 APRIL

13:30–14:30 CEST

### 1001 Workforce Privacy Training and Effective Controls to Prevent Inadvertent Employee Data Breaches

**MODERATOR:**

STACEY TAYLOR, Learning Design Director, DeltaNet International

**PANEL:**

JAMES CASTRO-EDWARDS, Head of Data Protection and Partner, Wedlake-Bell

KATE SURALA, Partner & Chief Compliance Officer, The Analyst Research LLP

- Policies
- Procedures
- Infrastructures

15:30–16:30 CEST

### 1002 Innovate Your Compliance Programme Through Digitalization, Metrics, and KPIs

BRUNO DRUMMOND, Global Compliance Director, DHL

- Review automation and technology enhancements which can quickly improve a compliance programme
- Find out how big data analytics and business intelligence can highlight red flags and demonstrate programme development
- Learn which compliance metrics and key performance indicators are meaningful and effective



## THURSDAY, 30 APRIL

13:30–14:30 CEST

### 1101 Identifying and Addressing Risks by Using Data Analytics

LOUIS PEROLD, CCEP, CCEP-I, Principal, Citadel Compliance; SCCE & HCCA Non-Officer of the Executive Committee

KRISTA MUSZAK, CCEP, CCEP-I, GS SOX Controls, Johnson & Johnson

- Diagnosing and treating your compliance risks with data analytics
- Identifying sources of data
- Structuring and visualizing data

15:30–16:30 CEST

### 1102 Competition Law Compliance Programmes in Europe: Do They Matter?

JOSEPH MURPHY, CCEP, CCEP-I, Senior Advisor, Compliance Strategists

ANNE RILEY, Chair of ICC Task Force on Antitrust Compliance, International Chamber of Commerce

- Are competition law compliance programmes helpful, harmful, or a waste of time?
- The debate: Money for competition compliance, or better spent on anti-corruption?
- If competition law programmes matter, then when and where?

## CONTINUING EDUCATION

### Compliance Certification Board (CCB)<sup>®</sup>:

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# European Compliance & Ethics Institute

16, 17, 20, 21, 22, 23, 24, 27, 28, 29, 30 April 2020 • WEB CONFERENCE SERIES

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101 – 16 April, 13:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
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302 – 20 April, 15:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
401 – 21 April, 13:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
402 – 21 April, 15:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
501 – 22 April, 13:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
502 – 22 April, 15:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
601 – 23 April, 13:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
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802 – 27 April, 15:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
901 – 28 April, 13:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
902 – 28 April, 15:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
1001 – 29 April, 13:30 – <input type="radio"/> LIVE or <input type="radio"/> RECORDED	<input type="checkbox"/> \$99	<input type="checkbox"/> \$119
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