



The 2014

Merger Integration Conference

Unlocking Merger Value

May 20-21, 2014 Westin New York at Times Square

June 12-13, 2014 Hotel Nikko San Francisco



- Discover the habits and best practices of successful serial acquirers to grow your business
- Tackle the most common pain points and integration challenges including sales and IT integration
- Discuss the benefits and challenges of reverse integration
- Examine how to tailor your integration approach by deal type
- Overcome the challenges of cross-border M&A to build a global organization
- Hear from integration experts from Google, Johnson & Johnson, Salesforce.com, ghSmart & Company, Microsoft, Schneider Electronic, Cognizant, Adobe, CISCO, DePuy Synthes Companies, Autodesk, FedEx, Harvard Business School, McKinsey & Company and many more

Sponsored by **McKinsey&Company**

Tuesday, May 20, 2014 – New York

Thursday, June 12, 2014 – San Francisco

REGISTRATION & CONTINENTAL BREAKFAST 8–8:30 AM

GENERAL SESSION A 8:30–9 AM

Welcome and Industry Perspectives

What characterizes the current wave of mergers and how prepared are you to meet the growing expectations of shareholders on delivering on M&A's promised value? This session will describe recent trends and developments in the M&A landscape and will also include insights from a pre-conference survey taken by conference participants.

Rob Rosiello, Director, **McKinsey & Company, Inc.** (*New York*)

Oliver Engert, Director, **McKinsey & Company, Inc.** (*San Francisco*)

GENERAL SESSION B 9–10 AM

Executive Perspective

Marc Coroler, Senior Vice President, Invensys Integration, **Schneider Electric**

NETWORKING REFRESHMENT BREAK 10–10:15 AM

CONCURRENT TRACK C1 10:15–11:30 AM

Jump-start Your Integration

Research shows that acquirers that start strong “out of the gate” are more likely to meet or exceed targets and ultimately capture the acquisition's full value. During this session the presenters will demonstrate how to be prepared to address the complex challenges that will arise with a well-coordinated response. Hear how to obtain the merger-related gains quickly and to leverage the early period of enthusiasm surrounding the transition.

CONCURRENT TRACK C2 10:15–11:30 AM

Future Proof Your Organization: Build Your Integration Capabilities

Building capabilities is vital to capturing long-term value in a merger—and it does not automatically come with experience. Successful acquirers make a deliberate investment in understanding where their capability gaps are and tailor a learning program that equips them to both manage integration more effectively and capitalize on the merger to build the tools, experience and knowledge that will strengthen their organizations for the future. In addition, a well-developed playbook can help set the standard for speed of execution, consistency of approach, and accountability for performance. It can keep the integration team focused on creating value while providing step-by-step guidance for tactical implementation.

Dwight Fontilla, Assistant Vice President, Corporate Development Integration, **Cognizant**

CONCURRENT SESSION D1 11:30 AM–12:45 PM

The Power of Integration Clusters

The conditions surrounding a merger—the pace, the pressure, the stress and uncertainty—combined with the sheer volume of difficult decisions can quickly overwhelm even the most capable managers and sophisticated organizations. Hear how the use of integration clusters can provide clarity of purpose and keep teams focused, accountable and productive.

James Kemp, Director, Business Operations, **Adobe**

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CONCURRENT SESSION D2 11:30 AM–12:45 PM

Revenue Focused Integration:

Honing in on Your Sales Force and Your Customer Experience

Companies can avoid the revenue trap that sinks merger after merger, but only if they dedicate the time and attention to salespeople and customers. Many soon discover that integrating sales operations ranks among the hardest to execute successfully. The hidden value of many mergers lies in transforming the sales force quickly, communicating with them early on, keeping them engaged and putting the right incentives in place. Of course, all of this must be done while keeping the customer experience front and center. This session will investigate how Cisco has tackled these challenges head-on.

Pat Belotti, Acquisition Integration, **Cisco**

LUNCHEON 12:45–1:45 PM

CONCURRENT SESSION E1 1:45–3 PM

Reverse Integration

In a competitive world, it's critical to grow your business in the most effective way and alternative approaches can be very attractive. What are the benefits and challenges of reverse integration? How does it shift the approach to talent retention, culture, change management and communication?

Dean Robison, Senior Vice President, M&A Integration, **Salesforce.com**

CONCURRENT SESSION E2 1:45–3 PM

Tackling the Challenge of IT Integration

In a post merger environment, IT is often the source of the most anxiety since it serves as the critical enabler of business synergies. Much of all post merger business and strategy success depend on IT's ability to deliver merged systems. How do you balance the short term frenzy of the merger with the long-term strategic planning that is necessary in IT?

James Lynch, Director, **Cisco**

GENERAL SESSION F 3–4:15 PM

Integration Best Practices: The Habits of Serial Acquirers

One thing is certain, successful acquirers focus more effort up front. Starting with pre-deal analysis (which can identify potential problems early) continuing through negotiations (which can drive smoother, more successful post-deal outcomes), the markets are more likely to reward companies that employ a rigorous, disciplined approach early in the process. How do the most experienced, busiest acquirers structure and fine-tune their capabilities to integrate new businesses? How do they capture the most value?

Nathalie Benzing, Director Corporate Development, M&A Integration, **Autodesk**
Steve Kaufman, Senior Lecturer, **Harvard Business School** and former Chairman & CEO, **Arrow Electronics**

BREAK TO ASSEMBLE FOR CLOSING KEYNOTE 4:15–4:30 PM

GENERAL SESSION G 4:30–5:30 PM

Executive Perspective

Michel Orsinger, Worldwide Chairman

DePuy Synthes Companies of Johnson & Johnson (*San Francisco*)

RECEPTION 5:30–6:30 PM

HOSTED BY **McKinsey & Company**

Wednesday, May 21, 2014 – New York

Friday, June 13, 2014 – San Francisco

CONTINENTAL BREAKFAST 8–8:30 AM

GENERAL SESSION H 8:30–10 AM

Tailoring Your Integration Approach by Deal Type

One size does not fit all. Successful acquirers anchor integration architecture in deal rationale. The ‘archetype’ of the deal should drive decisions from strategy to Day 1 to the first year of joint operations. What are the critical elements of the integration approach that should be tailored from deal to deal? How do you ensure success across all deal types?

Oliver Engert, Director, **McKinsey & Company** (*New York*)

Kameron Kordestani, Associate Principal, **McKinsey & Company** (*San Francisco*)

Justin Smith, Acquisition Integration Manager, **Google**

Joe Whittinghill, Managing Director, Venture Integration Group, **Microsoft**

REFRESHMENT BREAK 10-10:15 AM

GENERAL SESSION I 10:15–11:15 AM

Overcoming the Challenges of Globalization: Cross-border M&A Panel

How do you enter new markets and enlarge your global footprint without overextending capital and taking unnecessary risks? With heightened competition for acquisition targets and accountability for investment outcomes, there is increasing pressure to master the host of unusual challenges that comes with working in unfamiliar markets. This session will discuss the key challenges that executives face when fully integrating businesses and cultures across the world, and provide some real life examples of how they have managed to build successful new organizations.

Aileen Stockburger, Vice President, Worldwide Business Development

Johnson & Johnson

Trampas Gunter, Director of Integration Planning, Corporate Development

FedEx Corporation (*New York*)

GENERAL SESSION J 11:15 AM–12:30 PM

Boosting M&A Value with the Right Leaders

Effective leadership has enormous influence on the success of an acquisition. How do you create an acquisition “Scorecard” for the strategic and financial goals of the deal? What approach can be used for selecting the right integration executive to lead the challenge? How can you impact leadership selection for the combined organization, including the acquired leadership team? What are effective methods for selecting leaders who can execute the business performance?

Elena Botelho, Partner, **ghSmart & Company**

Moni Miyashita, Senior Advisor, **McKinsey & Company**, former Vice President M&A Strategy, **IBM**

ADJOURNMENT 12:30 PM

Call Customer Service at 212 339 0345

Registration Information

Online www.conferenceboard.org/mergerintegration2

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2014 Merger Integration Conference

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Conference (B18014-2) – New York

May 20-21, 2014

Westin New York at Times Square

Associates **\$2,295** Non-Associates **\$2,895**

Conference (B17014-2) – San Francisco

June 12-13, 2014

Hotel Nikko San Francisco, San Francisco, CA

Associates **\$2,295** Non-Associates **\$2,895**

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Merger Integration Conference**.

Westin New York at Times Square

270 West 43rd Street
New York, NY 10036
Tel 212 201 2700

Hotel reservations cut-off date

Friday, May 2, 2014

Hotel Nikko

22 Mason Street
San Francisco, CA 94102
Tel 415 394 1111
866 NIKKO SF
Toll-Free Reservations 800 248 3308

Hotel reservations cut-off date

Wednesday, May 14, 2014

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.

More and more companies are sending teams of people to attend this event!

If you're interested in sending a team, please email hannah.sohn@tcb.org to inquire about special pricing.



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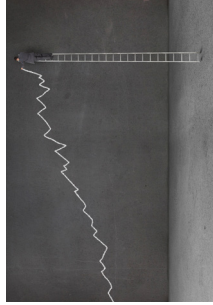
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Promotion Code