

Corporate E-Mail Management Seminar Series:

Minimizing Risks, Maximizing Value

"68 per cent of employers cite fear of lawsuits as their number one fear regarding their e-mail system." 2001 American Management Association, US News, ePolicy Institute Survey

78 percent of employers report that their employees are abusing e-mail and the Internet." 2002 CSI/FBI Computer Crime and Security Survey

"Often e-mail produces guns that shouldn't be smoking but appear as though they are." Washington Post, May 2002

Email has become fundamental to the way in which a majority of US corporations and government agencies do business. At the same time, the way that organizations use, retain, and manage e-mail has never been under greater scrutiny from regulators, lawmakers, auditors, and the courts. As a federal judge recently put it, "most court battles now involve discovery of some type of computer-stored information." (Bills v. Kenecott Corp.) Although many organizations today have some type of policy in place to address e-mail use, a startling number of companies fail to adequately address and manage the real risks and liabilities that can come from the company e-mail system. A steady stream of news stories detailing corporate or individual wrong doing where e-mail messages play a starring role attests to this.

Employers increasingly bear the liability for their employees' use and misuse of the corporate e-mail system. Whether it is harassment complaints, employment-related lawsuits, theft of confidential and proprietary information, improper record retention, or a multitude of other issues, the corporate e-mail system is increasingly at the center of today's important business issues.

SEMINAR OVERVIEW

The *Corporate E-mail Management Seminar* series is presented by Kahn Consulting, Inc. (KCI), a provider of educational seminars and services to Fortune 500 companies such as McDonald's Corp. and Merck & Co.; and government agencies such as the Environmental Protection Agency and the Federal Reserve Banks.

The Seminars are based on the content of *E-mail Rules: A Business Guide to Managing Policies, Security, and Legal Issues for E-Mail and Digital Communication*, a book to be published by the American Management Association in Spring 2003 and co-authored by KCI founder and principal, Randolph Kahn. *E-mail Rules* is the definitive guide for executives, managers and administrators in corporate and government HR, Legal, IT, Records Management and other departments charged with the responsibility of managing e-mail.



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QUOTES FROM
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ATTENDEES

“Bravo. Somebody in the real world who understands the daily challenge of working in Records Management. Ideas and suggestions that can be brought forward to upper management with sound and supportive documentation and reasoning.”

– Records Management
professional

“I found your presentation to be very informative, helpful, thought provoking and something that other attorneys in our company could benefit from.”

– Corporate Counselor

The focus of the Seminar series is to assist administrators and managers with the task of understanding, developing and implementing policies and procedures for mitigating the workplace risks related to corporate e-mail.

WHO SHOULD ATTEND?

Corporate E-mail Management Seminars are designed for managers, administrators and staff from any department or business group with responsibility for E-mail Management, including:

- Human Resources
- Legal and Audit
- Records Management
- Administration
- IT/IS

Because E-mail Management is truly multi-disciplinary activity, many corporations find it beneficial to send attendees from several different departments. Although the Seminars present business, legal, and technical topics, expertise in any of these areas is not a prerequisite.

ATTENDEES WILL LEARN

KCI Seminars are noted for providing unique information in a fast-paced and engaging format. KCI strives to ensure that attendees walk away retaining practical information that they can put to use in their day-to-day job activities.

Corporate E-mail Management Seminar attendees will learn how to:

- Identify, retain and manage the digital communications that must be treated as Business Records.
- Avoid six figure penalties that courts have handed out in the past to companies who did not retain and archive their e-mail and other electronic records in an organized fashion.
- Reduce workplace liabilities associated with e-mail and other forms of digital communication.
- Understand the implications of Sarbanes-Oxley and other recent legal changes that affect the way e-mail messages must be managed.
- Create the right policies and procedures that will not only protect your organization, but also reflect your corporate culture and operational needs.
- Recognize “alternative” communication technologies such as Instant Messaging, chatrooms, and newsgroups that must be managed with the same care as e-mail messages.
- Build the right team for identifying and managing the risk associated with your corporate e-mail system.
- Get the buy-in of senior managers and executives by presenting them with clear facts regarding the risks and costs of ignoring e-mail issues.

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QUOTES FROM
PAST KCI SEMINAR
ATTENDEES

“Thank you for one of the more interesting presentations I’ve seen in the past 5-10 years (and I attend 20+ meetings per year).”

– Information Technology professional

“[The speaker] articulates the subject matter so well that even the novice can understand it.”

– Business manager

SEMINAR OPTIONS

Corporate E-mail Management Seminars are presented in two varieties – one designed for attendees seeking a broad overview of the topics, and another more intensive session for attendees who want to dig deep into the issues.

Corporate E-mail Management 101

A 90 minute session designed for attendees who want a “360 degree” overview of Corporate E-mail Management issues, the 101 Seminar is ideal for large, diverse groups with varying expertise in business, legal and technical topics.

Corporate E-mail Management Master Class

Designed for professionals who have direct responsibility for E-mail Management issues at their organization, this intensive half-day Master Class is designed for groups of 30 or less. The Master Class takes an interactive and detailed look at the organizational, legal and technical challenges of E-mail Management. The Master Class is ideal for business executives and managers, records managers, corporate counsels, and other managers and administrators tackling E-mail Management issues.

Contact KCI for additional information about pricing and availability for the 101 Seminar and Master Class.

ABOUT KAHN CONSULTING

Kahn Consulting, Inc. (“KCI”), headed by founder and principal Randolph A. Kahn, Esq., is a consulting firm specializing in the legal and policy issues of information technology. Through a range of services including information management program development, risk management audits, policy development and evaluation, product assessments, legal and compliance research, and education and training, KCI helps its clients address today’s critical issues in an ever-changing regulatory and technological environment. Based in Chicago, KCI provides its services to Fortune 500 companies and state and federal governmental agencies in North America and around the world. Kahn has advised clients such as McDonalds Corp., Hewlett-Packard, United Health Group, the Federal Reserve Banks, Ameritech/SBC Communications, Motorola, Mutual of Omaha and the Environmental Protection Agency.

More information about KCI, its services and its clients can be found online at: www.KahnConsultingInc.com.

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