



The M&A Leadership Council
Advancing the Art & Science of M&A



THE ART Of M&A INTEGRATION

Washington, DC
September 15 & 16, 2010

Location

Washington Hilton

1919 Connecticut Ave., NW
Washington, DC
(202) 483-3000



“Great Job! It seems that new deals should learn from the mistakes of others. This workshop helps do that. The case work was excellent and the venue was outstanding.”

Chief Integration Officer

The Art and Science of M&A Integration

A Practical Guide for Achieving Success in Business Integration

This workshop provides participants with the knowledge, frameworks, tools, structures and best practices necessary to be more effective in M&A integration. Insights into the human dynamics of the acquisition and integration process and the lessons learned in managing people across the life cycle of the transaction will be discussed along with concrete, clear and practical tools and techniques. The participants will leave the workshop with insights, methods and tools to more effectively plan and manage business integration within their organizations.

Hosted by the M&A Leadership Council, an organization that seeks to improve understanding and competency, and share knowledge about what is required to achieve M&A success. This two-day interactive workshop is a vehicle the M&A Leadership Council deploys to leverage the expertise of their subject-matter experts to the benefit of those executives and middle managers who need to build their knowledge and toolkit.

"70% of mergers fail
To deliver the
promised value"

Workshop Objectives and Topics

The aim of this workshop is to provide participants with the following:

- Why M&As often fail
- Lessons learned and critical success factors in effective business integrations
- A framework for best practice Integration Strategy and Approach
- A managed approach to the various stages of the integration
- Mission-critical people and cultural issues in the transaction
- Structure, tools, and resources for integration management
- A structure for building, measuring and monitoring the key performance metrics to capture synergies and mitigate risk
- Practical real-world case studies to apply the lessons learned.

"This is a great framework for the effective integration of companies and how to deal with their cultures."

Chief Executive Officer

Discussion Leaders

The workshop will be lead by subject-matter experts and hands-on practitioners who have worked with a diversity of global organizations, assist ing them in achieving success across the M&A life-cycle.

Jack Prouty is Managing Partner of Prouty, Montgomery + Partners, and a Director of the M&A Leadership Council. He has 30 plus years of line management and consulting experience in M&A integration, working with over 60 companies across all business areas of a transaction and has conducted more than 40 M&A seminars and workshops. Prior to starting his own consulting company, he was the Partner-in-Charge of Business Integration for KPMG LLP and was their M&A media spokesperson.
jprouty@proutymontgomery.com

Jim Jeffries is the CEO of specialty firm, M&A Partners, and the Chairman of the M&A Leadership Council. Mr. Jeffries is a recognized authority on M&A and a practicing consultant in the M&A arena. He has been a visiting lecturer on M&A at the Kellogg School of Management at Northwestern University.
jjeffries@mapartners.net

The workshop will feature guest business integration and transaction specialists who have deep expertise in various areas of transactions such as Due Diligence, Deal Structuring, Tax Issues, or IT Integration.

Who Should Attend?

Senior Executives; Heads of Departments; and Managers and Executives from Banks, Corporations, Consultancies, Accounting and Law firms:

- ✓ Integration Leaders
- ✓ Strategy Officers
- ✓ Transaction Services
- ✓ Corporate Development
- ✓ HR Departments
- ✓ Internal Consultants
- ✓ Project Managers

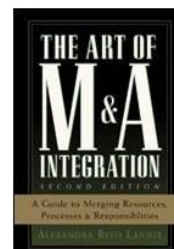
Teaching Method

This is a highly practical course with case studies, best practices discussions and checklists. Presenters will be focused on teaching practical strategies that can be applied immediately in your own organizations.

In order to address enterprise and individual concerns, upon registration confirmation, the M&A Leadership Council will provide a pre-meeting survey for input from the attendees on particular issues and priorities.

Because of the nature of the course, the number of places is limited and will be filled on first come, first accepted basis. We suggest booking in advance in order to avoid disappointment.

All attendees will receive a comprehensive course manual of the material being presented and discussed, a copy of Alexandra R. LaJoux's book, "The Art of M&A Integration" and other learning material.





Course Outline

The Art of M&A Integration Two- Day Program

Proposed Agenda:

DAY 1- Morning Session

- Program objectives and expectations
- Why M&A deals fail
- The Case for effective Integration
- Critical success factors
- Due Diligence in the Acquisition
- Integration strategy and approach

DAY 1 – Afternoon Session

- Operating through the stages of the integration
- Effectively managing the integration effort
- Case Studies: practical application of lessons learned

DAY 2- Morning Session

- Addressing the critical people and cultural issues
- Communications policy, procedures, and guidelines: internal and external
- Synergies and performance measures

DAY 2- Afternoon Session

- Case studies: practical applications of lessons learned
- Reports outs and group discussion on case studies

Substitutions & Cancellations

Participants who notify the registrar at least 10 business days prior to a session may receive a refund of their tuition less a \$155 administrative service cost, which can be credited toward tuition of a future session. Credit is valid for one year from the date of the session for which you are registered. Registrants failing to attend a session and not informing the registrar before the first day of the session will be assessed the full program fee. Substitutions can be made at any time without charge.

Hotel Accommodations

Attendees can make hotel accommodations by contacting the hotel directly and mentioning the name of this program sponsored by the M&A Leadership Council. The Washington Hilton will hold a block of rooms at a guest rate of \$269.00 per night. For hotel reservations click on the following link: [Washington Hilton Hotel](#)

Program Fees & Registration Information

Registration

To register for the Art of M&A Integration click on the following link:

[On-line registration](#)

If you are paying by check you will need to register by contacting the M&L Leadership Council via email (info@macouncil.org) or Bill Aicklen at waicklen@macouncil.org

You will receive a confirmation of your registration, an invoice and detailed instruction upon registration.

Program Fee

The fee for this two-day program is \$1495. Additional attendees from the same organization will receive a 20% discount. The fee is payable in advance.