

**Beyond “No Comment” Litigation Communications Series**

**Spring Conference, 2006**  
**Association of the Bar of City of New York (co-sponsor)**  
**42 West 44<sup>th</sup> Street, NY, NY**

**8:00 am - 1:00 pm**

**Draft Agenda**

8:00 - 8:30 am

**Breakfast and Networking**

8:30 - 8:45 am

**Introduction:** James F. Haggerty, President, PRCG

8:45 - 9:15 am

**Opening address:** William Ohlemeyer, Vice President and Associate General Counsel, Altria Group

9:15 - 10:30 am

**Perspectives on the role of Public Perception in Legal Strategy**

Description: A roundtable discussion on the role of communications in meeting strategic business goals when confronting litigation, regulatory investigations and prosecutions.

- Evan Chesler, Cravath, Swaine & Moore, LLP
- Eliot Lauer, Curtis, Mallet-Prevost, Colt & Mosle, LLP
- Lorna Schofield, Debevoise & Plimpton, LLP
- Charles Glasser, media counsel, Bloomberg Press
- Daniel Fisher, Senior Editor, *Forbes*

10:30 - 10:45 am

**Coffee Break**

10:45 - 12:00 pm

**Case Study**

Description: a roundtable-style case study, focused on a product liability case involving both class action lawsuits and an investigation by a crusading Attorney General.

Panelists:

- Dan Webb, Partner, Winston & Strawn, LLP
- Lanny Breuer, Partner, Covington & Burling
- Alison Frankel, Senior Writer, *American Lawyer*
- Roger Parloff, Senior Writer, *Fortune*

12:00 – 12:30 pm

**Keynote Address:** W. Mark Lanier, The Lanier Law Firm