

*To discover new
seas you have to
lose sight of
familiar shores...*



AN INTERACTIVE AND PRACTICAL ONE-DAY SEMINAR

Our national training venues:

**LONDON
LIVERPOOL
MANCHESTER
NEWCASTLE**

“...the presenter provided a
very interactive seminar. I
would strongly recommend
this seminar to others.”



WWW.EMGUK.NET

NEGOTIATING AND DRAFTING DISTRIBUTION AND AGENCY AGREEMENTS

**Product sales are the life-blood of many
businesses.**

In order for such companies to grow and be successful, they must increase product sales and profits. However, most companies do not have the resources, or do not find it cost efficient, to sell their products directly in all of the available and potentially attractive markets.

As a result, companies will often focus on developing relationships with third parties that can assist in the sale and distribution of their products.

Distributorship arrangements are typically used as a low risk means of expanding business into new markets or territories.

An agent is an intermediary, involved in making a contract between the principal and the principal's customer

The aim of the seminar is to explore the traits of successful (and unsuccessful) agency and distribution strategies, and to look in-depth at the important terms of agency and distribution agreements.

6 CPD HOURS
Accredited by
Solicitors Regulation Authority

PROGRAMME

Full day: 9.00am - 5.00pm

Registration and coffee

- Introduction, aims and objectives
- Supply of goods
 - Through distributorship or agency
- Distribution and agency comparison
 - Duties/rights
 - Compliance with regulations
 - Defining the relationship
- Overseas distributors: issues

Coffee break

- Advantages of appointing a distributor
 - Risk
 - Incentive
 - Liability
 - Cost
 - Compensation on termination
- Advantages of agency agreements
 - Pricing
 - Customers
 - Control
- Duties and obligation of a principal and agent

Lunch

- Types of distribution agreement
 - Exclusive
 - Sole
 - Non-exclusive
 - Selective
- Competition law *vis a vis*
 - Distribution agreements
 - Agency agreements

Tea break

- Competition law and regulation
 - EU regulation
 - UK competition law
- Commercial Agents Regulation
 - Provisions
 - Duration
 - Commission
 - Accounting
 - Termination

Close of seminar

THE SEMINAR WILL EXAMINE THE PRACTICAL CONSIDERATIONS OF DRAFTING AND NEGOTIATING DISTRIBUTION AND AGENCY AGREEMENTS

On completion of the seminar, delegates will be in a better position to:

- Understand the strategy behind the appointment of a distributor or agent;
- Explore how to develop successful agency representative strategies;
- Explore how to develop successful distributor strategies;
- Appreciate the different types of distributorship agreements;
- Identify and address key legal issues in agency and distribution agreements;
- Gain a thorough grounding in the impact of May 2004 Competition Law changes;
- Identify the main key provision of the Commercial Agents (Council Directive) Regulation;
- Grasp the challenges of termination under the Commercial Agents Regulation;
- Analyse case studies and gain insight into how distributorship and agency agreements work in practice.

Our Strategy

Our strategy is based on personalised learning, where we aim to develop the competence and confidence of every delegate by actively engaging them in the seminars. Using case studies and practical examples, the delegates will be provided with a thorough grounding in this field and will gain the confidence needed to deliver accurate, effective advice.

SEMINAR PRESENTERS

EMG Associates' presenters are known for their delivery of insightful, interactive and engaging seminars. All are highly qualified individuals with many years of experience in designing and delivering training courses, seminars and conferences on a wide range of corporate and commercial areas of law. They are specialists in the areas they teach and are keenly aware of the need to deliver 'direct and relevant' seminars which give valuable awareness.

Elahe Ghazinoori, EMG Associates' principal presenter, has a wealth of experience in providing inspiring and engaging training sessions. She is a non-practising solicitor, acting as a consultant, from EMG Associates (UK) Limited, a legal consultancy firm. Elahe founded EMG Associates in 2006, having formerly gained experience as an in-house lawyer in a commercial company. She presented courses for BPP Professional Development, as a freelance presenter, for nearly 2 years, and, prior to that, was a lecturer at the BPP Law school in London. She also worked as a Senior Training Consultant for one of the world's largest corporations, American Airlines.



IN - HOUSE LEARNING & DEVELOPMENT SOLUTIONS

Tailor-made training for your company

If you have a group of three or more delegates you could benefit from our flexible, in-house training programmes. Call us for a free quotation.

Membership scheme

You and your firm could be saving £000s on your CPD training. Find out how to join our membership scheme and receive immediate benefits.

For more information please call our Customer Services **+44(0)208 822 3321**, e-mail us at **info@emguk.net** or visit us online at **www.emguk.net/membership**.

Who should attend?

Commercial solicitors in private practice, in-house lawyers and contract managers.

Our commitment to you

In order to ensure maximum interaction with delegates, numbers will always be kept to 15 delegates or less per seminar.

Delegates will receive a comprehensive pack, including presenters' slides.

Continuing Professional Development

EMG Associates is approved as an external course provider by the Solicitors Regulation Authority (SRA) SRA reference No. **DKU/EMGA**, and this course is also accredited by the Bar Standards Board.

Attending this seminar qualifies you for 6 CPD hours.

Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of other continuing professional development requirements.

NEGOTIATING AND DRAFTING DISTRIBUTION AND AGENCY AGREEMENTS

Tell me and I'll forget.

Show me and I'll remember.

Involve me and I'll understand.

Our national training venues:

London: 7th Floor, 3 Shortlands, Hammersmith. W6 8DA

Liverpool: Il Palazzo, 7 Water Street. L2 0RD

Manchester: St James court, Brown Street. M2 2JF

Newcastle: The Collingwood Building, Collingwood Street. NE1 1JF

http://www.emguk.net/ap_traininglocations.asp

EMG Associates member price: £360 + VAT

Non-member price: £450 + VAT

Four easy ways to book

Telephone us on +44(0)208 822 3321

Fax this form to +44(0)208 822 3357

E-mail us at bookings@emguk.net

Post this form to Customer Services:

EMG Associates (UK) Ltd, 7th Floor, 3 Shortlands,
Hammersmith, London W6 8DA

Invoice/Payment details

NB. Payment must be in Pounds Sterling

☐ I am enclosing my cheque for £.....
payable to EMG Associates (UK) Limited

☐ I am paying by Bank Transfer (Bacs)

Bank name: NatWest

Sort code: 60-50-06

Account no: 37664018

☐ Purchase order:

The fee includes refreshments, administration and full documentation. For further enquiries relating to this programme, its content, the venue, or if you have any special requirements, please do not hesitate to call Customer Services on +44(0)208 822 3321.

Delegate details (Please complete in BLOCK CAPITALS)

Full name:

Job title:

E-mail:

(To enable us to confirm your booking as efficiently as possible, please supply your e-mail address.)

Telephone:

Special requirements:

Invoice details

Name/Company:

Address:

No. of employees ☐ 1-5 ☐ 6-10 ☐ 11-25
in your organisation: ☐ 26-50 ☐ 51-99 ☐ 100+

Booking details

Please see the website for available dates and locations:

http://www.emguk.net/bp_cpddirectory.asp

Course date:

Course location:

(For more than one delegate please photocopy this form.)

Terms and Conditions

1. Confirmation of your booking will be sent by e-mail or post within 3 days of receipt of your booking. A VAT invoice and joining instructions will be sent to you acknowledging your booking. Please contact us if you do not receive this within seven days of booking. Seminar documentation is distributed at the time of the seminar. **2.** Upon receipt of your booking, your place(s) will be confirmed. Any cancellation must be received in writing. The following charges apply in the event of cancellations: Up to 15 days before the event – 10% + VAT; Less than 15 days before the event – 100% +VAT. A substitute delegate can be named at any time before the seminar begins without any charge. **3.** This booking form constitutes a legally binding contract. The delegate and the employer are jointly and severally liable for payment of all fees due to EMG Associates (UK) Limited. To the extent permitted by law, neither EMG Associates (UK) Limited nor its presenters will be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss occasioned to any person acting, omitting to act or refraining from acting in reliance upon the seminar, material or presentation of the seminar. **4.** Continuing Professional Development hours or points may be claimed from the following professional bodies: The Solicitors Regulation Authority. **5.** EMG Associates (UK) Limited may periodically contact you with details of seminars that may be of interest to you. Please write to the Customer Services Team if you do not wish to be included in this activity. **6.** It may be necessary for reasons beyond the control of EMG Associates (UK) Limited to change the content and timing of the seminar, the presenter, the date or the venue. In the unlikely event of the seminar being cancelled, EMG Associates (UK) Limited will automatically make a full refund but disclaim any further liability. **7.** EMG Associates (UK) Limited reserves the right to change the timing of the seminar, the presenter and the date and venue due to reasons beyond their control. EMG Associates accept no liability if, for whatever reason, the seminar does not take place.

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