

SESSION PROPOSAL



McDermott
Will & Emery



**RELATIVITY
FEST** SEP 21-23, 2020

CONTENTS

- 03** Session Overview
- 04** Business Challenges
- 05** Supplementing the Session
- 06** Your Commitment

SESSION OVERVIEW

TITLE:

Five Post-Pandemic Business Challenges Every Corporation Needs To Address

AUDIENCE:

Corporate Track

DATE & TIME:

TBD

ABSTRACT:

The COVID-19 Pandemic has created several new business challenges, while simultaneously putting more urgency on existing ones. In this session, you'll hear industry experts talk through strategies, workflows, and technologies they use to balance and address five post-pandemic business challenges every corporation needs to address. In addition, you'll walk away with access to five on-demand use case demo packages via Heretik's Partner Resource Center.

FORMAT:




All Relativity Fest sessions will be pre-recorded this year. Sessions will still be scheduled to stream at a given time (between 9am - 2pm CST daily), and then be available on-demand after they premiere. Participants also still have the option to field real time questions if they choose while their session is premiering.

Our (45 min) session will consist of a Heretik moderator interviewing five different service providers or advisory firms on a specific business challenges that corporations will need to address post-COVID-19. Unlike a traditional panel, each conversation will be one-to-one. The Heretik moderator and subject matter expert panelist (hopefully you!) will speak in detail about one business challenge for 5 to 8 minutes. The session itself will be these micro-interviews strung together with clear distinction between clips.

The call-to-action of this session will be to a landing page hosting five relevant (gated) use case packages and on-demand demo videos that Heretik will co-create and publish with credit to each panelist's firm. *See next page for proposed business challenges, use cases, and SME panelists.*

BUSINESS CHALLENGES*

*NOTE: SME panelists, companies, and/or use cases are subject to change

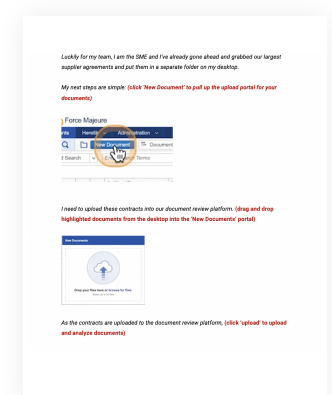
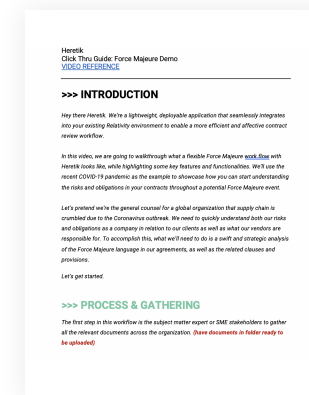
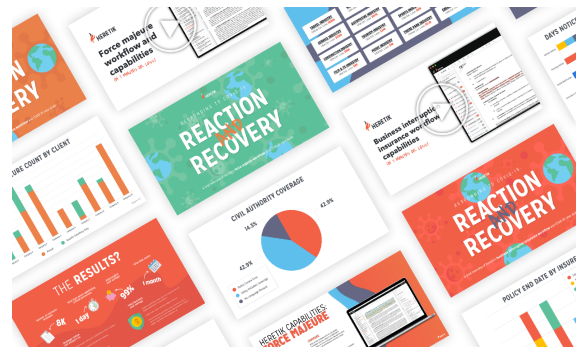
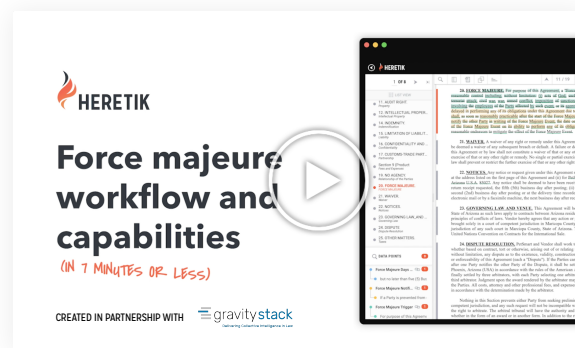
| BUSINESS CHALLENGE | SME PANELIST | CHALLENGE BRIEF | HERETIK DEMO PACKAGE |
|--|--|---|---------------------------------|
| Crisis Management Plans |  gravitystack <small>Delivering Collective Intelligence in Law</small> | Corporations have learned the hard way how important it is to have critical business data in an actionable state for quick decision making and crisis response. | Business Interruption Insurance |
| LIBOR Transitions | ALSTON & BIRD | Many corporations LIBOR transitions have been delayed or derailed by COVID-19, so there is a new urgency to get back on track for the Dec 31, 2021 deadline. | LIBOR Remediation |
| Portfolio Reviews | Deloitte. | It's now essential for corporations to understand and track the health (and recovery) of their business through contract portfolio revenues. | Real Estate Portfolio Review |
| Consolidation & Refinancing |  ALVAREZ & MARSAL | Corporations are seeking to consolidate and/or refinance in a multitude of business areas, including their assets, services, properties, debts, and more. | Bankruptcy & Restructuring |
| Data Privacy & Compliance |  McDermott Will & Emery | The importance of global data privacy compliance has surged with the hyper-growth of eCommerce, as well as the introduction of new regulations. | Schrems II |

SUPPLEMENTING THE SESSION

In addition to the session, you have the opportunity to co-produce and publish a Heretik demo package with credit to your firm. These use case packages will be promoted throughout Relativity Fest, during the session, and beyond. Each use case package will include:

- On-demand demo video
- Demo click-thru guide
- Use case overview slides
- .RAP file demo
- Demo document set

NOTE: You may participate in the session without co-creating a use case package.



Example use case package elements

YOUR COMMITMENT

We'd love to have you on board as an SME panelist at our Relativity Fest 2020 session! In order to do so, we'll need the following commitment from you:

- The headshot, title, and bio you'd like to include in the session promotions
- Up to 30 to 45 minutes of your time to record session interview segment
- Marketing consent (logo) to co-produce use case package credited to your firm *(if applicable)*
- Up to 1 to 2 hours of your time to advise use case and demo package workflow *(if applicable)*

You can expect our Heretik team to coordinate, provide, and produce the rest! If you have any questions or concerns, please reach out to michael.gildner@heretik.com.

KEY DATES

- Your session commitment due **August 13, 2020**
- Individual interview recordings & edits due by **August 21, 2020**
- Final Fest session recording & edits due **August 31, 2020**
- Relativity Fest event **September 21-23, 2020** *(session airing TBD)*