



# Identify and Assess Digital Assets and Risks



## Digital Due Diligence for M&A

PRE-CONFERENCE SEMINAR

October 5, 2016  
Westin New York at Times Square  
New York City

Conference:  
**Corporate Development**  
October 6-7, 2016  
Westin New York at Times Square  
New York City

[www.conference-board.org/duediligence](http://www.conference-board.org/duediligence)

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The purpose of due diligence as part of the M&A process is to identify and assess assets and risks. Historically, due diligence has focused on the assessment of a company's financials, management and operations, legal compliance, and documentation related to the transaction. However, in this digital age, when companies merge or are acquired, there are digital asset considerations, and the new issue of "digital debt." This makes digital due diligence a critical part of the process.

In this seminar you will learn:

- How to create an effective team to conduct an exhaustive digital due diligence assessment as part of the overall due diligence process
- The questions to ask and the tools to use to identify digital assets, risks and the level of "digital debt" you will be acquiring
- How to examine a company's digital and social media assets, systems and data, digital vendor commitments, security and privacy policies and compliance considerations, and create an effective integration plan
- You'll receive a guide for considerations related to the successful integration of the two companies' digital assets, and a checklist to use to get you started.

## Pre-Conference Seminar

### Digital Due Diligence for M&A

Day 1: Wednesday, October 5, 2016

Welcome & Introductions: 9 – 9:30 am

**Jen McClure**, Program Director, **The Conference Board**

Morning Session 1: 9:30 am – 10:45 am

#### **M&A When the Target Is Digital**

Last year represented a record for M&A transactions globally, with blockbuster deals in healthcare, consumer products, chemicals, and many other industries. But some of the most interesting acquisitions didn't get air time and weren't a topic of discussion on Wall Street trading desks. These largely under-the-radar deals involved traditional companies buying small digital companies. While these deals didn't make news in many cases, they have lots of strategic potential.

Just how common have traditional-on-digital deals become? Globally, there were more than 6,000 such deals between 2011 and 2015, according to an analysis by Strategy&, PwC's strategy consulting arm. And the momentum is building. Non-digital companies completed 48% more digital deals in 2015 than they did in 2011, with particularly big increases by automotive, natural resource, and consumer goods companies. Indeed, some traditional companies have become such active pursuers of hardware, software, IT service and Internet companies that they can fairly be described as serial digital acquirers. This session will explore this trend and the impact it is having on the due diligence process.

Presenter:

**J. Neely**, Principal, **PwC Strategy&**

Morning Break: 10:45 – 11 am

Morning Session 2: 11 – 11:45 am

#### **In the Digital Age, Every M&A Transaction Has Digital Considerations**

Today every M&A transaction has many significant considerations regarding digital. Beyond the deals involving traditional companies acquiring "digital first" companies, all companies today have large and complex digital footprints. A comprehensive digital due diligence assessment includes an examination of a company's digital and social media assets, including websites, social platforms and online communities, systems and data, digital vendor commitments, security and privacy policies and compliance considerations.

Understanding a company's digital assets, the level of risk, as well as the "digital debt" will help to ensure both a proper valuation of the company's digital assets, as well as the potential risks, cost and timeline for integrating a company's digital presence, systems, data and vendors. In this session, you'll learn how to examine and identify a company's digital assets and potential digital debt.

Presenter:

**Jen McClure**, Program Director, **The Conference Board**, Chair, Society for New Communications Research and former VP, Digital and Social Media, **Thomson Reuters**

Morning Session 3: 11:45 am – 12:30 pm

#### **Case Study: The DowDuPont Merger - Lessons Learned**

In this session you will hear about a very recent example of the merger of two famous industrial names, Dow and DuPont. M&A at this scale is already highly complex, so to add an additional dimension, the newly formed DowDuPont will then become three separate companies. You will hear about the journey the merger digital program team has been on and the lessons they have learnt along the way.

Presenter:

**Piers Dickinson**, Digital Center of Excellence Leader, **DuPont**

Networking Lunch: 12:30 – 1:30 pm

Afternoon Session 1: 1:30 – 2:45 pm

#### **Getting Started with Digital Due Diligence**

Learn the questions to ask and the tools to use to identify digital assets, risks and the level of "digital debt" you will be acquiring; how to examine a company's digital and social media and search assets. We will look at search insights as a proxy for brand reputation, utilizing data to model the value of a brand, measure the cost of rebranding, and the reach of a brand's digital footprint. The session will begin with an overview of methodology in the context of brand visibility and feature case studies from major brands, including IBM, Thomson Reuters and others.

Presenters:

**James Mathewson**, Distinguished Global Technical Marketer, Search, **IBM Digital**  
**Sarah Laufer**, Senior Search Strategist, **GlobalStrategies**

Afternoon Session 2: 2:45 – 3:45 pm

### **The Evolving Role of Privacy & Security in Digital Due Diligence**

As the number of digital and social media channels, backend systems, cloud-based applications and data collection and storage options continue to proliferate, the importance of privacy and security reviews as part of the due diligence process becomes increasingly important. This session will highlight the complexities of this aspect of digital due diligence and the important role of privacy officer and security team in throughout the M&A process.

Afternoon Break: 3:45 – 4 pm

Afternoon Session 3: 4 – 5 pm

#### **Panel:**

### **Creating an Effective M&A Integration Plan & Team**

We will wrap up the day with a panel discussion on how to create an effective team to conduct an exhaustive digital due diligence assessment as part of the overall due diligence process and how to partner with multiple functions across the organization to achieve a successful integration.

**Moderator:**

Jen McClure

## **Don't Miss the Corporate Development Conference** Thursday, October 6-7, 2016 Westin New York at Times Square



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#### **Topics include:**

- Risks and opportunities resulting from the current global economic landscape and how these have changed the role of the Corporate Development Officer
- Ways to effectively shape and execute deal strategy to accelerate corporate strategy and maximize value for the enterprise
- How to uncover the human side of deal making—this can be the most unpredictable and complicated aspect of the deal
- The science of the deal, such as emerging trends and capabilities within data and analytics that are changing the deal environment
- Effective approaches to evaluating portfolios for potential divestiture candidates
- M&A strategies, from sourcing to due diligence to integration, that will help you create value
- How to strike a balance between the art and science of strategic alliances to foster partnerships based on transparency, trust, and the establishment of long-term mutually beneficial engagements
- Challenges and opportunities of cross-border and emerging markets transactions

If you would like to register for both events, please contact Customer Service at +1 212 339 0345.

# REGISTRATION INFORMATION

**Online** [www.conferenceboard.org/duediligence](http://www.conferenceboard.org/duediligence)

**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)

**Phone** 212.339.0345

*8:30 AM – 5:30 PM ET, Monday – Friday*

Pre-Conference Seminar Pricing:		Conference Pricing:	
Members	\$1,035	Members	\$2,295
Non-Members	\$1,235	Non-Members	\$2,895

Fees do not include hotel accommodations.

## Location

**Westin NY at Times Square**

270 West 43<sup>rd</sup> Street

New York, NY 10036

Tel 212 201 2700

## Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

## Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.

