WHY BYTELAWYER SEMINARS?
E-Business Risks are well documented in the public news. Regular reports of e-business losses arising from court action for inadvertent intellectual property infringements, e-fraud, unenforceable electronic agreements and security breaches are a few of the common threats. The Bytelawyer seminars help organisations prepare for these threats and prevent them from becoming one of the victims.

WHO SHOULD ATTEND?
These seminars are designed to prepare the participant to know how to strategically manage an online business in response to the growing body of new domestic, regional and global risks of developing an online business. The seminars are for mid or upper managers having direct responsibilities for either developing an e-business strategy, planning or implementing e-commerce technologies. Theses seminars will also be of interest to CIOs, Division Heads and Marketing Directors of established E-Businesses to prepare them to deal with the threats and risks of online business.

UNIQUE FEATURE
This is not a program for lawyers! Instead, it is designed to speak the language and meet the needs of hands-on business practitioners who manage functions such as strategy, planning, sales and marketing online. Classes are kept small to specifically provide for highly interactive learning and discussions. All cases discussed in the seminars will consist of current domestic and foreign developments.

LEARNING OBJECTIVES
By being organisationally specific, participants will discover the practical issues and difficulties as well as also learn how to make informed decisions on the strategic choices to balance their business objectives with the inherent online risks that are not adequately regulated.

Each seminar is designed to provide the participants with the relevant skills to deal with each specific area of risks. Participants will learn about the latest real life cases illustrating the mistakes and best practices.

Those completing the course will be able to be conversant with the current regulations dealing with the unique issues pertinent to your organisation’s plans to use Internet modes of communication in doing business. You will gain an understanding of the basic legal risks associated with doing business electronically and will learn how to adopt the best practices to protect electronic property interests. Unlike other Internet Seminars that focus on developing the business model or technical aspects of creating a successful Website, you will find this course will help you to plan, develop a safer strategy and assessment.

The ByteLawyer seminars will reveal how new legal threats and risks will arise for businesses adopting new communication technologies such as e-mail, Internet and the World Wide Web and outline the appropriate strategies to adopt to minimise such risks. By implementing the training seminars your managers will be enabled to identify and manage your particular industry on-line risks, thus helping your business to avoid the legal pitfalls in electronic commerce.
SEMINAR TOPICS
Each seminar is designed to be delivered over a whole day. Sessions are conducted in an interactive seminar format that involves instruction, discussion and case studies.

Seminar 1 - E-Business Risks and Online Transactions Issues
- Introduction to EDI & Electronic Commerce - historical development and technologies
- Current E-Business models and their related risks
- How e-commerce and new legal issues impacts on businesses
- Problems with current methods of transactions and the technological solutions
- Problems and management of liabilities of formation of contracts online
- Electronic Transactions Act 1998 - Contract provisions

Seminar 2 - Online Intellectual Property protection
- What is digital intellectual property?
- Regimes of protection for digital intellectual property - trademarks and copyrights
- Problems & management of your rights and protection of intellectual property of products and services sold online
- Protecting Online Digital Property
- Domain Name issues
- Hyperlinking Liability
- Business Method Patenting

Seminar 3 - Corporate Compliance of Electronic Transactions Act 1998
- How does the ETA change business processes?
- How to develop a Secure Electronic Documents management system
- Developing an ETA compliant electronic database
- Developing a secure electronic record and secure electronic signature
- Role and effects of Digital Certificates
- Network Service provider Liability Issues

Seminar 4 - Securing E-Business I
- What are the Legal and Security Risks of E-Business?
- Best Practices in E-Business risk management
- Securing Electronic Information
- Cryptography, PKI and Digital Signature technologies
- Electronic Transactions Act 1998 - Evidence and Security of Data provisions

Seminar 5 - Securing E-Business II
- Cybercrime & E-Fraud Risks
- Regulatory Compliance
- Internal and External Threats and Risks to E-Businesses - Defamation, Viruses, Email Abuse and prohibited digital content and conduct online
- Developing effective organisational IT and E-Business security policies
- Negotiating web solutions agreements

Materials
Each participant will receive a folder of materials that will include, case studies and copies of published articles by the course instructor. All participants will be invited to participate in a closed list consisting of a network of experts and other e-business managers where issues are shared and discussed. This list will also receive the latest industry news and developments.

The course fees is highly competitive and material provided are the best available in the industry today.

About ByteLawyer
ByteLawyer is Harry SK Tan. ByteLawyer.com was created as a result of an increasing demand for specialised legal expertise in information and Internet law. While it is currently used as a marketing tool, ByteLawyer.com is being developed to become a regional repository of online materials and data on law affecting eBusiness as well as a partner for technology solutions for e-business.

Harry Tan is an Asst Professor at Nanyang Business School where he is the principal lecturer for the Legal and Ethical Issues in Information Technology and E-Business: Law Policy & Strategy which he designed and continues to teach at the Nanyang MBA Programme. He also co-lecturer for the Policy Perspectives of Cross Border Electronic Commerce at the Nanyang Fellows MBA. He is a legal and e-business consultant for two law firms, the InfoComm Development Authority, the Ministry of Health, banks and several high technology start-up firms in Singapore.

He is a Fulbright Scholar which was awarded to him in 1999 by the Council of International Exchange of Scholars and the Fulbright Commission in Washington, US. He is also a Visiting Scholar at Berkeley Centre for Law & Technology at University of California, Berkeley, where he carried out his further research in the field of the Development of Law & Regulation of E-Commerce.

He is also regularly involved in presenting conference papers and public seminars and most recently was invited to speak at public lecture series on the Transformation of R&D in East Asia and Japan at Stanford University. There he delivered his paper on Development, Policies & Opportunities in the Emerging Digital Economies of Asia. (http://www.stanford.edu/~viji)

Currently he is researching in the area of development of law and regulation affecting Electronic Commerce and its impact on businesses. He also had the privilege of being engaged as a consultant in the development of a new body of ECommerce and related laws for a Middle East sovereign state.

In addition to being a legal advisor to the Computer Centre at NTU, he is also the web-master for the Asia Business Law Review (http://www.asiabizlaw.ntu.edu.sg)