E-Mail Risks & Rules, Records & Regulations:
SEMINARS AND WEBINARS

In recent years, we've seen e-mail trigger billion-dollar jury awards and million-dollar regulatory fines, topple stock prices, savage careers, and fuel media feeding frenzies. Fully 24% of companies have had employee e-mail subpoenaed. Another 15% have battled lawsuits triggered by e-mail. And 28% of bosses have fired employees for e-mail misuse, according to the 2007 Electronic Monitoring & Surveillance Survey from American Management Association and The ePolicy Institute.

In spite of the fact that e-mail creates the electronic equivalent of DNA evidence, the business community remains challenged by the retention and disposition of e-mail records. Only 34% of organizations have e-mail retention policies in place. And 34% of employees don't know the difference between business-critical e-mail that must be retained and insignificant messages that may be purged.

Because employees keep introducing risky new technology into the workplace, the potential for litigation, regulatory fines, lost productivity, and security breaches surrounding business record management is staggering.

E-Mail Risks & Rules, Records & Regulations reveals how a strategic e-mail management program—combining policy, training, and technology—can help you and your organization accomplish the following:

- Anticipate—and deflect—e-mail risks and other electronic business communications disasters.
- Prevent accidental & intentional e-mail and Internet misuse.
- Employ best practices to maximize employee compliance with organizational rules & policies.
- Identify, manage and retain electronic business records created by e-mail and other electronic business communications tools in anticipation of litigation & regulatory audits.
- Recognize and define "electronic business records"— which can include meeting notes as well as formal documents and all other electronically stored information—on a companywide or department-by-department basis.
- Reconcile employees' privacy concerns with the employers' monitoring rights.
- Help protect the organization's assets, reputation and future through the successful implementation of a strategic e-mail policy and record management program, based on proven best practices.

NANCY FLYNN
Author, Speaker, Executive Director

A recognized expert on workplace e-mail policy and electronic records management, Nancy Flynn is founder and executive director of The ePolicy Institute.™ The ePolicy Institute is dedicated to helping employers limit e-mail-related risks, including litigation, through effective e-mail policies, training programs, and technology tools.

Nancy Flynn is the author of 10 books published in 5 languages, including *The e-Policy Handbook, 2nd Edition; E-Mail Rules; Blog Rules; Instant Messaging Rules; E-Mail Management* and *Writing Effective E-Mail, 2nd Edition*. Nancy Flynn is an in-demand speaker, trainer, and seminar leader with clients worldwide. She also serves as an expert witness in e-mail and Internet-related litigation.

Since 2001, Nancy Flynn's ePolicy Institute has collaborated with American Management Association on an annual survey of workplace e-mail and Internet policies, procedures and best practices.

A popular media source, Nancy Flynn has been interviewed by thousands of media outlets including *Fortune, Forbes, Time, NewsWeek, BusinessWeek, Wall Street Journal, US News & World Report, USA Today, Readers' Digest*, National Public Radio, CBS Early Show, CNBC, CNN Headline News, CNN Anderson Cooper 360, Fox Business News, NBC, and ABC among others.