Competitive edge.
Linklaters

Competition eLearning

With increased regulatory pressure and a greater need to demonstrate individual and corporate compliance, eLearning can play a vital role in delivering competition risk management training to help identify problems and instil a culture of compliance within your organisation.

Introduction

Our course

Our competition eLearning course delivers commercial and practical risk management training through the following three modules:

> contact with competitors – identifies the key risks when dealing directly with your competitors, including clear 'blacklisted' conduct – cartels – and more nuanced and complex areas such as the exchange of commercially sensitive information. The programme draws on real-life scenarios to show how to avoid problems

> abuse of dominance – identifies the factors that determine dominance and provides practical measures to ensure that businesses with strong market positions can achieve their commercial goals, without breaking competition laws

> dawn raids – using a series of interactive role-playing scenarios, this module shows learners how to deal effectively with a dawn raid carried out by competition investigators

Key benefits of eLearning:

> an economic way of training large/geographically diverse audiences
> highly effective at engaging learners and bringing the law to life
> quick to roll-out and easy to update centrally
> can be fitted around user needs and schedules and revisited as required
> usage and performance can be measured to demonstrate compliance and successful learning

Why choose our course?

> premium legal content – our course combines the market leading expertise of our competition practice, with the extensive experience of our eLearning team to deliver the highest quality training

> practical guidance – training is provided within a commercial context, with supporting practical advice and real-life examples to give learners the guidance they need to comply with competition laws

> effective design and technology – our course is very simple to navigate and combines the right mix of text, imagery, audio, animation, video and assessments to deliver a highly interactive and effective learning experience

> a tailored approach – we tailor course content and design to fit with your industry sector, business and specific training requirements. We also encourage you to personalise key areas of the course to increase its effectiveness

> a global offering – our course has been designed for a global audience and is available in multiple languages. We also have the global reach to ensure that the legal content reflects local rules and regulations in specific jurisdictions and to support you in rolling-out the course

> measurable results – our course complies with market standard tracking software. It can be integrated with almost any Learning Management System to measure usage and performance to demonstrate compliance and successful learning

> excellent value for money – we offer our course at competitive rates and on a global licence, which allows for an unlimited number of users

> dedicated support – our competition practice and specialist eLearning team will guide you through the process of customising and implementing your course

Examples of the course

Customisable design
Logo, course colour palette and function buttons can be matched to your brand guidelines

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Menu | Resources | Help | Exit

Contact with Competitors > Rules and consequences

Rules and consequences

You may frequently, and lawfully, come into contact with your competitors. For instance, this could be at a trade association meeting or when negotiating supply arrangements. Some contact with competitors, even industry-wide, may be perfectly legal.

However, you must be careful because certain types of contact with your competitors may be anti-competitive and illegal.

Any contact - whether an agreement or understanding, or any other cooperation - which aims to restrict or has the effect of restricting competition by fixing prices, market sharing or any other means is anti-competitive and illegal. Such cooperation between companies is known as "collusion" and, in certain circumstances, a "cartel".

Select **Next** to continue.

Print screen

Back | 01/04 | Next

Global appeal
Universal graphics used to give the course a global appeal

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Menu | Resources | Help | Exit

Contact with Competitors > Rules and consequences

The consequences of unlawful contact

The consequences of engaging in unlawful contact with competitors can be serious.

Select **Play** to continue.

Let's keep prices at £15k

Audio on | 00:03 / 00:39

Print screen

Back | 03/04 | Next

Useful resources
A range of useful tools (e.g. help menu, glossary, zoom etc.) and links to supporting materials

Varied learning experience
Modern animations engage learners and bring the law to life

Optional voiceovers
Voiceovers available throughout the course to vary the mix of media

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Menu | Resources | Help | Exit

Contact with Competitors > Anti-competitive agreements

What is an agreement?

Look at the situations shown here and decide which may constitute an agreement.

A meeting in a hotel in Switzerland with a competitor

A conversation with a competitor on a golf course

A discussion with a competitor at a trade show

An e-mail to a competitor who does not reply

SUBMIT

Select **all** the options that you think are correct, then select **Submit**.

Print screen

Back | 02/09 | Next

Interactive assessments
Mini-assessments reinforce key learning points

Clear learner instructions
Learners guided through the course at every stage

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Contact with Competitors > Anti-competitive agreements

A real life case study

For an executive's take on a real life case, select the **Play** button to watch a short video clip (1.13 mins).

Select **Play** on the video player to start the video.

00:06 / 01:13
Audio on

Real life examples
Video extracts show the real life consequences of non-compliance

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Contact with Competitors > Anti-competitive agreements

Have you understood?

Question 1/2

Now check your understanding of what has been covered in this section.

Which one of the following statements is false?	
1.	Where there is a consensus or meeting of minds, a conversation in a bar may constitute an agreement.	X
2.	Agreements do not need to be in writing - the form of communication is irrelevant.	X
3.	Agreements must be more than a "gentlemen's understanding".	✓
4.	Agreements which are not legally binding may still breach the competition rules.	X

That's right.

An agreement need not be in writing or be formal or binding if a consensus is reached or there is a "meeting of minds". The form of communication and the setting are irrelevant.

Select **Next** to see another question.   SUBMIT

Constructive feedback
Feedback supports the learning process rather than simply stating 'right' or 'wrong'

Intuitive navigation
Clear menus and navigation buttons help learners complete the course
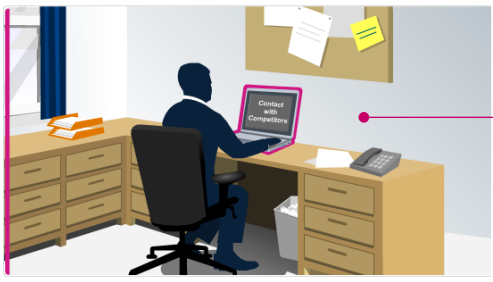

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Contact with Competitors > Summary

Summary

Thank you for completing the course. We hope you found it useful and enjoyable.

Select the **laptop screen** for a summary of what was covered in the course.

Select **Exit** to leave the course.

Visually interesting
Graphics used to enhance the learning experience

Our tailored approach

We offer you the opportunity to tailor our course to meet your exact requirements.

Our aim is to ensure that the course is an integral part of your compliance programme and that it is relevant to your learners.

How can you tailor the course?

1. Select course modules

Our course is made up of three independent modules: Contact with Competitors, Abuse of Dominance and Dawn Raids. Depending on your requirements, you can decide to roll-out one, two or all three of these modules.

2. Decide on language/jurisdictional requirements

Our course is available off-the-shelf in a number of languages and can be translated into any other language. We are also able to ensure that the legal content of the course reflects the local rules and regulations in specific jurisdictions around the world.

3. Adapt the course to your sector

Using our understanding of your industry sector, we can work with you to ensure that the content of the course is as relevant as possible and accurately reflects industry scenarios. Typically, this will involve adding new sector specific case studies, imagery and Q&As.

4. Customise the course for your business

We encourage you to create your own course welcome/closing pages to highlight your company's commitment to regulatory compliance, the importance of training and to integrate the course with your wider compliance programme. It is also possible to re-brand the course to achieve your internal 'look and feel', include actual company experiences and link to your policies, procedures and key contacts.

5. Integrate the course with your learning environment

We will ensure that our course works in your learning environment. Our course is designed to comply with market standard tracking software (SCORM/AICC) and so it can be integrated with almost any Learning Management System. Alternatively, we can provide the course with a tracking system or build in a self-completion certificate.

If you would like more information about our competition eLearning course or to request a demonstration or free trial, please speak to your usual Linklaters contact or alternatively please contact online.services@linklaters.com.

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