

PORTER IS HERE



A must attend event

Dear Business Leader,

Companies face ongoing and long-term challenges brought on by global trade imbalances, unstable financial institutions, and overleveraged consumers who can no longer be counted on to drive economic growth, there will be no return to the 'old normal,' and business will have to adapt to some 'new realities'

Companies need to prepare for a multispeed global economy, and corporate leaders who act boldly have the potential to seize once-in-a-lifetime opportunities that will allow them to change the pecking order of their industries.

It is critical that management practices evolve to meet the challenges that today's world presents. Learn how to reinvent your corporate strategy, and gain new insights on strategy, innovation and implementation.

NEXT GENERATION STRATEGY event provides a dynamic mix of the very latest thinking from cutting edge business minds, change drivers, and agenda setters. Benefit from their perspectives on these fundamental areas and take away actionable ideas that will allow you to move forward with ever greater success.

AWARENESS

PS: There are two strategy choices: Do what everyone else is doing only better, cheaper, or faster. Or do something different and truly distinctive. This event offers essential insights into how to do the later.

TAKE HOME BENEFITS

NEXT GENERATION STRATEGY event brings you an incredible line-up of speakers that has been specifically tailored to provide you with the latest insights on four overarching areas, critical to the success of any organization. You will learn how to:

Understand the new global context in which your business operates.

Reset your corporate strategy for the new norm.

Safeguard the long-term health of your company.

Lead a culture of innovation within your company.

Employ game-changing strategies.

Translate the strategy into superior performance at all levels of your organization.

WHO SHOULD ATTEND?

Organizations and senior managers working in both private and public spheres with responsibility for strategy, planning, business development, forecasting, business analysis, economics, human resources, marketing and finance will gain considerable knowledge and expertise from this event. Specifically CEO, CIO, COO, CFO, CMO, CHRO, CCO, General Managers, Managing Directors, Directors, Senior Department Managers, Strategic Planners, and Academics.



TUESDAY 12 OCTOBER 2010
10:00 am - 13:15 pm

ROGER L. MARTIN

Dean of Rotman School of Management at the University of Toronto and a senior advisor to CEO's of leading global firms. He is one of the 10 most influential business professors in the world.

STRATEGY & DESIGN THINKING

The use of Design-Thinking to build sustainable advantage

- Think like a designer to create sustainable advantage
- Improve the architecture of your strategy choices
- Apply design thinking to difficult business problems
- Solve wicked problems
- Inspire your capacity for creation of novel solutions
- Lead the design-thinking organization
- Develop yourself as a design thinker

ROGER L. MARTIN

Roger Martin is a leading business strategist, author and Dean of the Rotman School of Management at the University of Toronto. He is an advisor to Procter & Gamble, working on the company's design strategy.

He has written ten Harvard Business Review articles and published five books including his latest book, *The Design of Business: Why Design Thinking is the Next Competitive Advantage*, and *The Opposable Mind: How Successful Leaders Win Through Integrative Thinking*.

In 2010, Prof. Martin was named one of the 27 most influential designers in the world by BusinessWeek. In 2009, he was

named by The Times and Forbes one of the 50 top management thinkers in the world. In 2007 Prof. Martin was named a BusinessWeek 'B-School All-Star' for being one of the 10 most influential business professors in the world. At the Rotman School, he also holds the Premier's Chair in Competitiveness and Productivity and is Director of the Lee-Chin Family Institute for Corporate Citizenship.

COSTAS MARKIDES



TUESDAY 12 OCTOBER 2010

14:15 pm - 17:30 pm

Professor of Strategic and International Management, holds the Robert P. Bauman Chair of Strategic Leadership at the London Business School. and work as advisor for numerous companies including Pirelli, Unilever, Honeywell, Nestlé,... etc.

STRATEGY & NEW MARKETS

How to create new market space in es- tablished industry

- Discovering new customers and new ways of competing in your markets by breaking the rules.
- Institutionalizing a culture of innovation in your companies.
- Responding to disruptive strategic innovations in your markets.
- Energizing your people to achieve stretch goals through radical innovation.

COSTAS MARKIDES

Professor of Strategic and International Management and holds the Robert P. Bauman Chair of Strategic Leadership at the London Business School. He received his BA (Distinction) and MA in Economics from Boston University, and his MBA and DBA from the Harvard Business School.

He has done research and published on the topics of strategic innovation, business-model innovation, diversification and international acquisitions. His books include: (i) All the Right Moves: A Guide to Crafting Breakthrough Strategy, (ii) Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets, (iii) Game-Changing Strategies: How to Create new Market Space in Established Industries by Breaking the Rules, and (iv) Strategic Thinking for the next economy.

His current research interests include the management of diversified firms and the use of innovation and creativity to achieve strategic breakthroughs.

MICHAEL E. PORTER

The father of modern strategy, the most influential living strategist and business thinker in the world, and the fourth faculty member in Harvard Business School history to earn the distinction of University Professor



WEDNESDAY 13 OCTOBER 2010

09:00 am - 12:00 pm

STRATEGY & COMPETITIVENESS

Winning competitive strategies in today's uncertain marketplace

- The essential economics of competition.
- How to make a unique, sustainable strategic position?
- Why do good managers choose bad strategies?
- How to grow without undermining the strategy?
- How to Internationalize your strategy?
- Organizing your company to support strategy.

MICHAEL E. PORTER

Harvard Business School Professor Michael E. Porter is the world's most influential thinker on competitive strategy and international competitiveness,

helping companies and governments develop their competitiveness initiatives. He is the Bishop William Lawrence University Professor at the Harvard Business School.

A Six-time recipient, McKinsey Award, with four first-place honors, fourth faculty member in Harvard Business School history to earn the distinction of University Professor and Recipient, first-ever Distinguished Award for Contribution to the Field of Management, from the International Academy of Management.

He leads the Institute for Strategy and Competitiveness, created jointly by Harvard University and Harvard Business School to further his work. He also leads the school's executive education programs for CEOs of billion-dollar and larger corporations.

Professor Porter has led the research to create the Global Competitiveness Report. He is the author of 16 books and over 85 articles, including works in several subcategories of competition. His books include Cases in Competitive Strategy, On Competition, Competitive Advantage and Competitive Strategy

JEROEN DE FLANDER

Strategy execution guru, top executive coach, seminar leader, and highly regarded keynote speaker. He is an advisor to numerous companies including: CEMEX, Honda, ING, Johnson & Johnson, Komatsu and Sony



WEDNESDAY 13 OCTOBER 2010

12:30 am - 17:30 pm

STRATEGY & IMPLEMENTATION

JEROEN DE FLANDER

Execution best practices to close the performance gap

- Strategy execution as a competitive advantage?
- Strategy execution framework and building blocks.
- Strategy execution and the leadership challenge.
- Best-in-class individual objective setting.
- Take coaching to the next level in your organization.
- The fundamentals to master initiative management.
- Simplify the strategy execution process in your organization
- Overcome the common management development mistakes.

Jeroen De Flander is a seasoned international Strategy Execution expert, top executive coach, seminar leader and highly regarded keynote speaker. Jeroen has helped more than 15,000 managers in 16 countries master the necessary execution skills. He is co-founder of the performance factory – a leading research, training and advisory firm which is solely focused on helping individuals and organizations increase performance through best-in-class Strategy Execution. For several years, he was the responsible manager worldwide of the Balanced Scorecard product line for Arthur D. Little – a leading strategy consulting firm. The 50+ companies he has advised on various strategy execution topics include Atos Worldline, AXA, Base, Bridgestone, CEMEX, the Flemish and Belgian governments, GDF-Suez, Honda, ING, Johnson & Johnson, Komatsu and Sony.

DAY I | OCTOBER 12, 2010

08:30 – 09:45	Registration and morning refreshments
09:45 – 10:00	Event Opening
10:00 – 11:30	Roger Martin Strategy & Design Thinking
11:30 – 12:00	Coffee break and an opportunity to network
12:00 – 13:15	Roger Martin Strategy & Design Thinking
13:15 – 14:15	Lunch and an opportunity to network
14:15 – 15:15	Costas Markides Strategy & New Markets
15:15 – 15:45	Break
15:45 – 17:30	Costas Markides Strategy & New Markets

DAY II | OCTOBER 13, 2010

08:00 – 09:00	Morning refreshments
09:00 – 10:15	Michael Porter Strategy & Competitiveness
10:15 – 10:45	Coffee break and an opportunity to network
10:45 – 12:00	Michael Porter Strategy & Competitiveness
12:00 – 12:30	Break
12:30 – 13:30	Jeroen De Flander Strategy & Implementation
13:30 – 14:30	Break
14:30 – 15:30	Jeroen De Flander Strategy & Implementation
15:30 – 16:00	Break
16:00 – 17:30	Jeroen De Flander Strategy & Implementation

REGISTRATION LEVEL

VIP PASS



Enhance your experience at the Event. Register for the VIP Pass and take advantage of the following exclusive amenities and private events throughout the two days

Event Ticket

Premier Seating

- Exclusive premier seating in the front rows of the ballroom
- Class Room Setup

Free Books

- On Competition by Professor Michael E. Porter
- The Design of Business by Dean Roger L. Martin
- Strategy Execution Heroes by Jeroen De Flander
- The Strategy Execution Barometer by Jeroen De Flander

Workbook

- Receive a copy of the event materials

Meals

- Coffee breaks, refreshments and lunch are included

Enhanced Networking Opportunities

- Enjoy a private lunch exclusive for the event VIPs

Event Certificate

- A wood palette VIP certificate signed by the speakers

STANDARD PASS

Event Ticket

Seating

- Class Room Setup

Workbook

- Receive a copy of the event materials

Meals

- Coffee breaks, and refreshments are included

Event Certificate

- Paper certificate signed by the speakers

FINANCIAL OFFER

Registration Level	Current Price <small>"Before September 9th"</small>	Original Price
VIP Pass	6,490 L.E	7,990 L.E
Buy five tickets at the price of four.		
Standard Pass	3,490 L.E	4,990 L.E
Buy one ticket and get 50% discount on the second ticket.		

THREE WAYS TO REGISTER

Phone: +2 011 60 66 702 | 9 am - 5 pm "GMT+3"

Fax: +2 02 26717127

Email: taher@awarenessweb.com

SPONSORSHIP

NEXT GENERATION STRATEGY event is an excellent promotional opportunity. By using this full two-day event as a communication platform, you are certain to get your message across to key decision-makers and business leaders.

For more information on how your organisation can leverage this event to strengthen relationships with your key clients, network with high level decision-makers and demonstrate your business objectives, please contact AWARENESS on: +202 26717523/4/5/6, or alternatively email: sponsorship@awarenessweb.com.

WHO WE ARE?

AWARENESS is a learning solutions company, providing international guru events, corporate public seminars and customized training & development solutions, specially designed to meet the needs of executives, managers and decision-makers. We offer knowledge and inspiration from the world's most inspiring thinkers.

WHAT WE DO?

- Management Events
- Private Corporate Events
- Customized Training Solutions
- Limited Capacity Workshops
- Learning Books, Audios & DVDs

OUR NETWORK

SPEAKERS

Philip Kotler, Stephen Covey, Jonas Ridderstråle, Ram Charan, Tony Buzan, Brian Tracy, Dave Ulrich, Lynda Gratton, Gary Cokins, Fredrik Härén, Bob Nelson, Andrew Grant, Gary Dessler, Jac Fitz-enz, John Riker,...etc.

CLIENTS

Our regular audiences are senior executives, leaders, and decision makers investing in their personal and professional development.

CLIENTS

Etisalat, BMW, Jaguar, Brilliance, DHL, Thomas Cook, Virgin, Academic Bookshop, Nestle, Coca Cola, Oman Economic Review, The Daily News, Almal Newspaper, American Chamber, Canadian Chamber, British Egyptian Business Association, Adidas, Timberland, Sarmady, Yahoo-Maktoob, Nilesen, BUPA, AMADEUS, Link Development, Career Middle East, Smash Club, Bayt, EHRMA, SHRM Cairo, eslasca,...etc

