

Executive Women Leadership

Fulfilling Your Leadership Potential and Achieving Business Excellence

Barcelona, Spain

15th & 16th May 2008

Attending this Premier **marcus evans** Conference will Enable you to:

- **Capitalise** on the knowledge of successful business women sharing their most valuable lessons
- **Find out** how women succeeded in starting their own business
- **Identify** best strategies how to optimise women's talents and boost your organisation's bottom line
- **Learn** how to maximise your reputation and how to best manage any crisis that your organisation might face
- **Unleash** your leadership potential while being true to yourself
- **Gain** new ideas on how to balance your work and private life

Acclaim for our Events:

- "This is the best conference I have ever attended, from the level of speakers to the exchange of practice"
Maersk Spain
- "Excellent conference, outstanding quality of speakers"
Nestle
- "Helpful for practitioners. Good opportunity to share views and experiences in a cross-sector manner"
Daimler Chrysler
- "Excellent organisation, brings together world class presenters from public and private sectors stimulating proactive debates"
Flextronics
- "It was a great pleasure to participate in the conference and a very inspiring experience to exchange ideas with so many high-caliber professionals"
NATO

Unleash the Leader within Yourself!

Learn from acknowledged leaders how to power your success through solid business expertise and positive reputation



In the Chair:

Dagmar Chlostá
Vice President, Global Supply Chain Processes, Global Operations
adidas Group

Tina Reisenbichler
Vice President, Head of Sales Telecommunications Services
T-Systems Austria GesmbH

Your Expert Speaker Panel:

Zoya Paunova
Country Manager
AstraZeneca Bulgaria

Violeta Ciurel
General Manager, European and International Affairs
ING Group

Lea Blinoff
Managing Director, Wealth Management and Investment
HSBC Private Bank

Marianne Demarchi
Executive Director, Marketing and Business Development, European Cash Markets
NYSE Euronext

Anne Kathrine Slungård
Chair of the Board
Siemens Norway

Dagmar Chlostá
Vice President, Global Supply Chain Processes, Global Operations
adidas Group

Alexandra Gatej
Chairwoman
Unilever South Central Europe

Tina Reisenbichler
Vice President, Head of Sales Telecommunications Services
T-Systems Austria GesmbH

Tina Mueller
Corporate Senior Vice President
Henkel KGaA/ Business Unit Cosmetics

Carol Khoury
Vice President, Global Head of Mass Retail, Retail Banking Group
Arab Bank plc

Nóra Horváth Magyary
Chief Communications Officer
K&H BANKING GROUP

Anca Harasim
Executive Director
American Chamber of Commerce in Romania

Karin Jorga
Global Head of Clinical Pharmacology
F.Hoffmann-La Roche Ltd.

Susan Goldsworthy
Founder and CEO
Goldswolf

Lamia Walker
Associate Director
London Business School

Day 1

15th May 2008

Booking Line

Paul Crafer

PaulC@marcusevansse.com

Tel: +46 (0) 8 678 6040

08:30 Registration and Morning Coffee

09:00 Chair's Opening Address

Dagmar Chlosta

Vice President, Global Supply Chain Processes, Global Operations
adidas Group

09:05 **Keynote Address:**

Leading a Global Organisation in the 21st Century

- The exciting journey of reaching to the top ... What follows next?
- What are the prerequisites of success?
- Inspiring your team to strive for their goals
- Make it worth the "journey"
- Sharing key business lessons learned during your tenure as business leader
- Inspiring innovation and creativity
- Creating a sustainable competitive advantage

Zoya Paunova

Country Manager

AstraZeneca Bulgaria

09:50 **Case Study:**

Building a Successful Career

- Promote the work you do and recognise your team's successes
- Network with your colleagues inside and outside your group
- Ask for what you think you deserve
- Seek advice when you have questions
- Find a group of mentors (men and women, junior and senior)
- Do not take things personally
- Make sure your ideas get heard

Dagmar Chlosta

Vice President, Global Supply Chain Processes, Global Operations
adidas Group

10:35 Morning Coffee and Networking Break

11:00 **Case Study:**

Innovative Potential: Men and Women in Teams

- Are men from Mars and women from Venus?
- Gender and 'Spillover' between work and home
- What drives management innovation in teams?
- How does having more women in the executive board impact the financial performance of your organisation?
- Why is this profitable for business?

Lamia Walker

Associate Director

London Business School

AGENTS OF CHANGE

11:45 **Case Study:**

Transformational Leadership

- Articulating a clear vision that is inspiring your team members
- Enabling a culture of excellence
- Challenging your limits
- Displaying convictions, taking stands, and appealing to followers at an emotional level
- Managing people rather than the bottom line
- Daring to dream and inspire people to step into their own greatness...
- Helping your team break out of their mental prisons

Lea Blinoff

Managing Director, Wealth Management and Investment
HSBC Private Bank

12:30 Luncheon

REPUTATION – A VALUABLE ASSET TO YOUR ORGANISATION

13:30 **Case Study:**

Maximising the Return on Reputation or Minimising the Damage to Your Reputation

- Incidents do not hit at a strategically planned time, moreover...
- What to do in the first 12 hours?
- The checklist and its updating every 24-48 hours
- Learnings and reflexion after 12 months
- What extra help do you get out of being a woman and a leader in this situation?

Nóra Horváth Magyary

Chief Communications Officer

K&H BANKING GROUP

14:15 **Case Study:**

Challenging the Mindset of Your Organisation

- Contribute by personal example to the change of attitude of the employees
- Act as mentor or sponsor and support talented women in fulfilling their potential
- Build relationships with other professional business networks
- Being persistent in dissolving the invisible glass ceiling
- Assessing the true business benefits of having more women in managerial positions

Violeta Ciurel

General Manager, European and International Affairs

ING Group

15:00 Afternoon Tea and Networking Break

A VISION INTO THE NEW WORLD

15:30 **Hitting the Glass Ceiling – Is It Worth It?**

- Managing yourself and managing others
- Leading leaders
- Reinventing everything we do

Karin Jorga

Global Head of Clinical Pharmacology

F.Hoffmann-La Roche Ltd.

16:15 **Finding Fulfillment in Your Life and Maintaining the Balance in Your Life**

- When was the last time you reinvented yourself?
- As a business leader, how can you be at the source of your life and generate unexpected successful results without sacrificing your personal life/family?
- Why reinvent yourself and how can you do that?
- What results have you achieved so far?
- Being successful in your own view
- What access do you have to reinvent yourself?
- Are you sure this is what you want?

Anca Harasim

Executive Director

American Chamber of Commerce in Romania

17:00 **Case Study:**

Being Innovative in a Global Business World

- Identifying innovation potential
- Developing cutting edge strategies and winning approaches to boost your business
- Turning market challenges into opportunities
- Making innovation work through change management

Marianne Demarchi

Executive Director, Marketing and Business Development, European Cash Markets

NYSE Euronext

17:45 Closing Remarks of the Chair

18:00 End of Day 1

16th May 2008**Booking Line**

Paul Crafer

PaulC@marcusevansse.com

Tel: +46 (0) 8 678 6040

08:30 Registration and Morning Coffee

09:00 Chair's Opening Address

Tina Reisenbichler

Vice President, Head of Sales Telecommunications Services

T-Systems Austria GesmbH09:05 **Keynote Address:****Women Leaders – Secrets of Success**

- Dare to be yourself
- Make mistakes and learn from them
- Take the lead and do not be modest if you succeed
- Have the right mentality and attitude
- Be result driven
- Stretch your limits and do not be afraid to fight for your dreams

Anne Kathrine Slungård

Chair of the Board

Siemens Norway

LEADING YOUR BUSINESS TOWARDS SUCCESS

09:50 **Case Study:****Transforming the Henkel Global Cosmetic Business into the Innovation Leader in Our Categories and Markets**

- How to change an organisation to become an innovation leader in relevant markets and categories
- How to design processes to ensure global consumer insight and trend management work
- How to maximise the innovation power with 700 team members worldwide
- How to generate continuous market success in the fast moving consumer industry
- How to lead a worldwide organisation as a female Senior Corporate Vice President

Tina Mueller

Corporate Senior Vice President

Henkel KGAa/ Business Unit Cosmetics

10:35 Morning Coffee and Networking Break

11:00 **Case Study:****Talent - A New Vision of Diversity**

- The criteria of performance are genderless...
- Leadership behaviour should be geared for performance only...
- Why should gender matter? Why not talent and the ways to develop it...
- What is talent for a woman in business?

Alexandra Gatej

Chairwoman

Unilever South Central Europe

MANAGING WORK – LIFE BALANCE

11:45 **Organising your Work-life Commitments to Have a Family and a Career**

- Ensuring you can be your best self at work or in private life
- Setting yourself clear priorities and communicating them to the other parts involved
- What characteristics does a mother and career woman have to have?
- What "external" help is required when a career woman has a child?
- Finding your own formula for success when combining home and work life
- What factors does a mother need to balance her home and work life?

Tina Reisenbichler

Vice President, Head of Sales Telecommunications Services

T-Systems Austria GesmbH

12:30 Luncheon

13:30 **Panel Discussion:****How Can You as an Ambitious and Capable Woman Advance Up the Corporate Ladder?**

- What are the key barriers and drivers that determine the current women representation in the executive boards?
- Making full use of networking
- How to stop being "control freaks"?

Zoya Paunova

Country Manager

AstraZeneca Bulgaria**Lea Blinoff**

Managing Director, Wealth Management and Investment

HSBC Private Bank**Anne Kathrine Slungård**

Chair of the Board

Siemens Norway**Nóra Horváth Magyary**

Chief Communications Officer

K&H BANKING GROUP**Susan Goldsworthy**

Founder and CEO

Goldswolf14:30 **Managing Corporate Flexibility and Building Competitiveness**

- How do you structure your organisation to be competitive, strong and flexible enough to match consumers' needs in a fast moving market?
- Moving your organisation to the next level of development
- Increasing the efficiency of your organisation and excelling at customer focus as the key factors of success
- Developing key competencies of the competitive workforce
- Identifying leaders and empowering them to realise their potential

Carol Khoury

Vice President, Global Head of Mass Retail, Retail Banking Group

Arab Bank plc

WOMEN AND ENTREPRENEURSHIP

15:15 **Entrepreneurs – The Next Generation of Business Women**

- Connecting your personal values and business interests with clear business goals while pursuing your entrepreneurial goals
- Seizing arising opportunities in today's globalised world
- Building relationships with other professional networks and inspiring business mentors

Susan Goldsworthy

Founder and CEO

Goldswolf

16:00 Closing Remarks of the Chair

16:15 End of the Conference

I would like to thank everyone who has assisted with the research and organisation of the event, particularly the speakers for their support and commitment.

Gina Dragulin, Conference Producer,**marcus evans** Prague, Tel: +420 255 707 251E-mail: **GinaD@marcusevanscz.com****Business Development Opportunities**

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

Samantha Tan, Sponsorship Manager,**marcus evans** Barcelona

Tel: +34 933 934 607, Fax: +34 933 934 633

E-mail: **SamanthaT@marcusevanses.com**

marcus evans: Marcus Evans (Scandinavia) Ltd

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Your contact at **marcus evans:** **Magnus Sjölander**

Tel: +46 (0)8 678 6040

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Fees

2 DAY CONFERENCE + ON-LINE DOCUMENTATION @ EUR 2895 (SEK 26650) + VAT

ON-LINE DOCUMENTATION @ EUR 695 (SEK 6398)

Payment is required within 5 working days.

The credit card payment amount will be deducted in SEK. A 24% service charge has been added to all conference fees prior to the event and is inclusive of programme materials, luncheon and refreshments. VAT will be charged at the country rate where the conference will be held.

Premier Plus Package

Applies to full conference:

2ND-4TH ATTENDEES @ EUR 2605 (SEK 23985) + VAT PER DELEGATE (10% DISCOUNT)

5+ ATTENDEES @ EUR 2460 (SEK 22652) + VAT PER DELEGATE (15% DISCOUNT)

The credit card payment amount will be deducted in SEK. A 24% service charge has been added to all conference fees prior to the event and is inclusive of programme materials, luncheon and refreshments. VAT will be charged at the country rate where the conference will be held.

Registration Details

CONFERENCE: EXECUTIVE WOMEN LEADERSHIP

DATES: 15TH & 16TH MAY 2008

VENUE: BARCELONA, SPAIN

COMPLIMENTARY ACCOMMODATION BOOKING SERVICE

Should you require accommodation whilst attending a **marcus evans** conference, please do not hesitate to contact our accommodation agent Travelocity who will be more than happy to make a reservation for you. Please quote the name of the **marcus evans** conference you are attending.

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CONFIRMATION DETAILS – After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans**, Tel: +46 (0)8 678 6040

Terms and Conditions

1. Fees are inclusive of programme materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above) Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
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6. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.