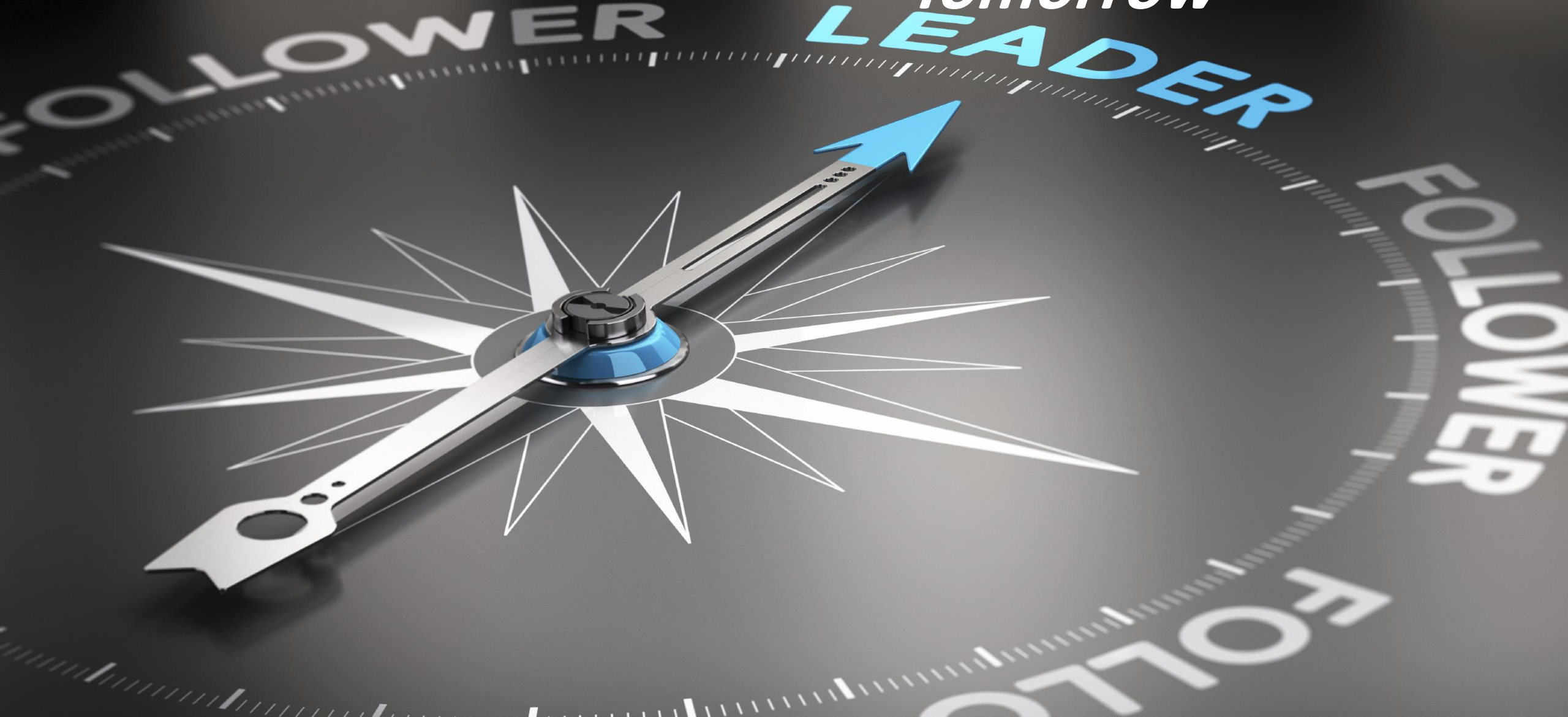


1-2 May 2017
Hyatt Regency Olaya
Riyadh – Saudi Arabia

Lead for Better
القيادة لغد أفضل
Tomorrow



2030 Vision requires organizations' leaderships to develop the capabilities and agility to deal with upcoming challenges to transform:

- Organizational culture
- Employee engagement
- Change management



You Should Attend if you are:

- CEO
- General Manager
- Part of the leadership team within your organization
- Entrepreneur
- Leading innovation
- People manager
- HR Leader





SPEAKERS



Dr. Marshall Goldsmith

- Marshall Goldsmith is one of the world's leading executive educators, coaches, and authors
- Thinkers50 has recognized Marshall Goldsmith as one of the World's Most-Influential Business Thinkers for the past ten years
- Marshall is a pioneer in helping successful leaders achieve positive, lasting change in behavior
- Marshall has written or edited 35 books and his books have been translated into 32 languages.
- Over 1,500 coaches who have been certified in Marshall Goldsmith's Stakeholder Centered Coaching process
- Marshall clients have included over 150 major CEOs
- Marshall has written three New York Times and Wall Street Journal bestsellers – **Triggers**, **MOJO** and **What Got You Here Won't Get You There**

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#1 *New York Times* and *Wall Street Journal* Bestseller



CREATING
BEHAVIOR
THAT
LASTS
—
BECOMING
THE
PERSON
YOU
WANT
TO BE

The
6 Questions
to Kick Start
Change



Triggers

Marshall Goldsmith

Bestselling Author of *What Got You Here Won't Get You There*

with Mark Reiter

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Kate Sweetman teaches leadership to executives around the world

Kate is a former editor at **Harvard Business Review**

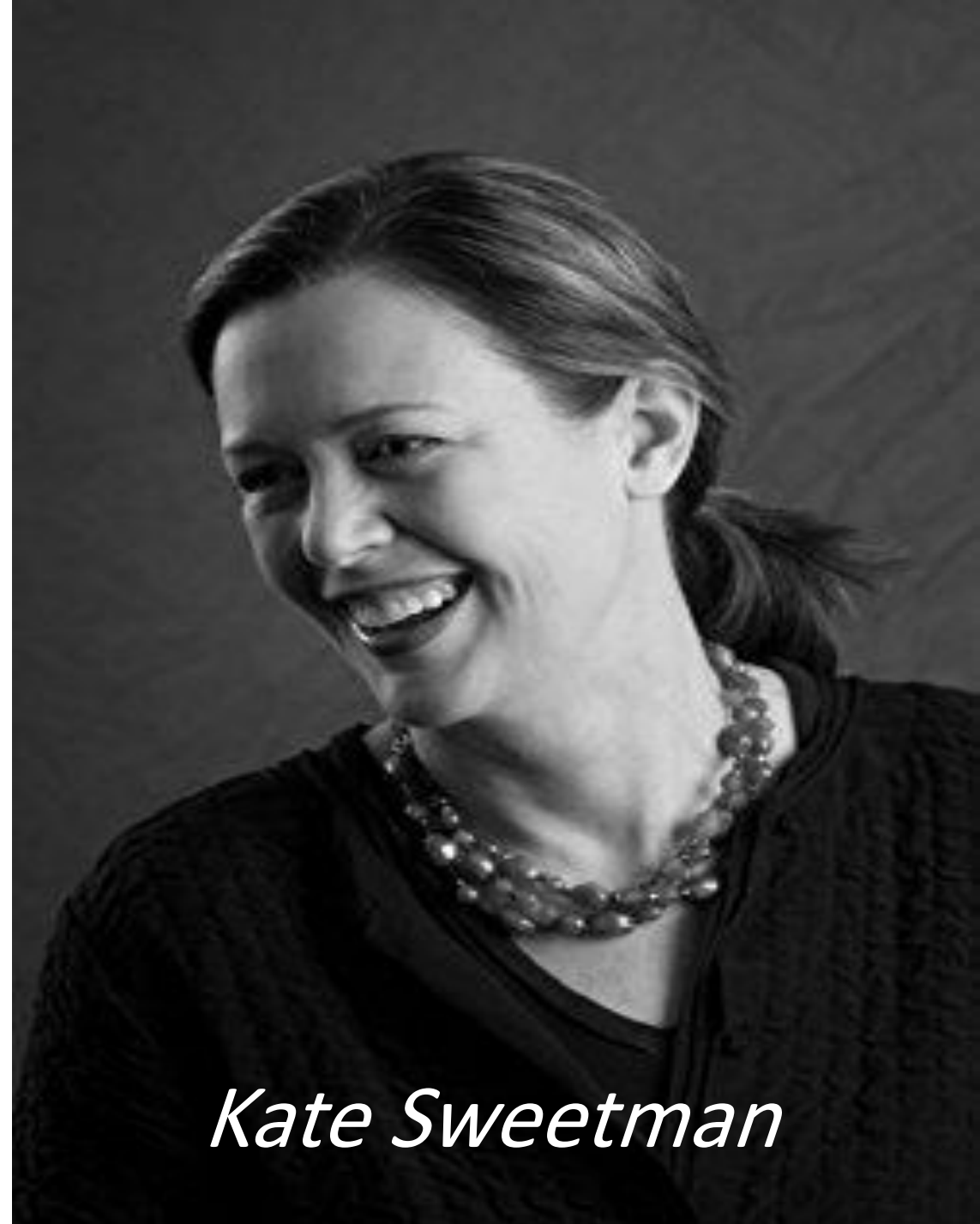
Kate has been listed as an Emerging Guru on the Thinkers50 ranking

Kate is the co-author of **Reinvention: Accelerating Results in the Age of Disruption**

Kate is the co-author of **Leadership Code: Five Rules to Lead** which is available in 14 languages.

She has also acted as an advisor to many companies around the world, including: Shire, EMC, Al Ahli Bank of Kuwait, Malaysian Telekom, Novartis, Verizon, Nokia.

Kate is a frequent speaker at conferences and has delivered talks in the US, EU, Africa, Asia, and Latin America.



Kate Sweetman

"Reinvention is an essential book for those seeking the formula, principles, and tools to make positive change happen fast, precisely, and to scale, at both the individual and organizational levels. This book is highly relevant for our times."
—Arthur M. S. Lopez, *NBC Dateline*, bestselling author of *Speed of Trust*



REINVENTION

Accelerating Results in the Age of Disruption

SHANE CRAGUN
KATE SWEETMAN

FOREWORD BY DAVE BURICK AND NORM SMALLWOOD
CHAPTER INSIGHTS AUTHORED BY SIX GLOBAL EXPERTS

Agenda

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2

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Day 1:

From	To	Agenda Item	Type	Speaker / Facilitator
8:00	9:00	Registration		
9:00	9:10	Opening Speech	Speech	Strategic Sponsor
9:10	10:40	Session 1	Presentation	Marshall Goldsmith
10:40	11:00	Networking Break		
11:00	12:30	Session 2	Presentation	Marshall Goldsmith
12:30	13:30	Prayer, Networking, & Lunch		
13:30	15:00	Session 3	Presentation	Marshall Goldsmith
15:00	15:45	Prayer & Networking		
15:45	17:15	Discussion Panel	Discussion Panel & QA	Marshall Goldsmith
17:15		Closing & Sponsors Recognition		

Day 2:

From	To	Agenda Item	Type	Speaker / Facilitator
8:30	8:40	Opening Speech	Speech	Strategic Sponsor
8:40	10:00	Session 1	Presentation	Kate Sweetman
10:00	10:30	Networking Break		
10:30	12:00	Session 2	Presentation	Kate Sweetman
12:00	13:00	Prayer, Networking, & Lunch		
13:00	14:00	Session 3	Presentation	Kate Sweetman
14:00	14:15			
14:15	15:15	Session 4	Presentation	Kate Sweetman
15:15	15:45	Prayer & Networking		
15:45	16:30	Panel Discussion	Discussion Panel & QA	Kate Sweetman
16:30		Closing		

A hand is shown drawing a large white arrow on a dark chalkboard. The word "LEADERSHIP" is written in yellow chalk inside the arrow. The hand is holding a white marker and is in the process of completing the arrow's outline. There are two other white arrows drawn on the board, one above and one below the central one.

LEADERSHIP

Tickets

Ticket Price	Price in SAR
Standard Price	7,500
Early Bird Price	6,000
Group Discount - 2	14,000
Group Discount - 3	19,500
Sponsored Table (5 attendees)	35,000
Sponsored Table Early Bird (5 attendees)	30,000
Tel-a-friend cash back discount	10%



Sponsorship



You MUST Sponsor IF ...

- You want to Improve brand perception
- You need to reach TOP industry leaders and decision makers in Saudi
- Increase your Company's perceived Image
- Brand Recognition
- Give Back to the Community
- The Best Venue to Hand Out Freebies
- Targeted Marketing
- An Opportunity for Lead Generation
- Get a Chance to Know Other Businesses

	Platinum	Gold	Silver	Official Partner
Key note speech	X			
VIP Seats in the Conference	5			
Premium Seats in the conference		3	1	
Branding display in all conference printings	X	X	X	X
Covering in all pre-event, during, and after the conference.	X	X	X	X
Logo with hyperlink in the conference website.	X	X	X	X
B2B meeting with Attendees and speakers	X	X		
Logo printed on the badge & lanyard	Front	Front	Back	Back
Printing materials distribution in the registration bags	X	X	X	X
Exhibition Area	4x4	4X4	3X3	3x2
Price (SAR)	150,000	100,000	50,000	25,000

Leaders Today.....

For a Better Tomorrow



Think Out 
TOTAL MARKETING SOLUTIONS