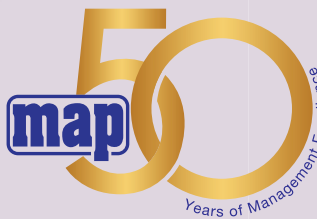


November
11 & 12, 2015
Mövenpick Hotel,
Karachi



Management Association of Pakistan

Innovative Leadership

17th MAP Convention

Innovate | Inspire | Integrate

International Keynote Speakers



Dr. Tommy Weir

Author, Renowned Speaker,
CEO Coach & Founder of EMLC



Soraya Sarif

Human Capital Optimization &
Organizational Efficiency Strategist



Anthony Butler

Chief Technologist & Lead Cloud Advisor
IBM Middle East and Africa

Platinum Partner



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For Registration, please contact:

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Featuring Renowned Business Leaders & Prominent Speakers

November 11, 2015, Mövenpick Hotel - Karachi



Dr. Tommy Weir

Author, Renowned Speaker,
CEO Coach & Founder of EMLC



Soraya Sarif

Human Capital Optimization &
Organizational Efficiency Strategist



Anthony Butler

Chief Technologist & Lead Cloud Advisor
IBM Middle East and Africa



Asad Said Jafar

Chairman & CEO, Philips Pakistan Ltd.



Furqan Qureshi

Former Chief Commercial Officer, PTCL

Insightful Panel Discussion: Creating a Culture of Innovation



Moderator

Kamal Chinoy

Chief Executive, Pakistan Cables



Dr. Zeelaf B. Munir

Managing Director & CEO
English Biscuit Manufacturers



Humayun Bashir

Country General Manager
IBM Pakistan & Afghanistan



Sarfaraz A. Rehman

Former Chief Executive Officer
Engro Foods



Moin Fudda*

Country Director, Center For
International Private Enterprise(CIPE)



Dr. Asim Jamal

GM & Managing Director
Sanofi - Aventis Pakistan



Master of Ceremonies

Sumair Abro

Consultant, Funverks Global Private Limited

*Confirmation Awaited

17th MAP Convention

Innovative Leadership

Innovate | Inspire | Integrate

November 11, 2015, Mövenpick Hotel - Karachi

Leadership is inarguably the prime driver of organizational performance. But how do leaders get themselves, their people and companies to perform at superior levels? How can they create a culture for discovery, ideation, creation and fulfilment?



Join us at the **17th MAP CONVENTION** as we talk “**INNOVATIVE LEADERSHIP**” with renowned thought leaders from around the world. A conversation that would switch perspectives, foster creativity, ignite co-creation, and enable innovation at the heart of organizational development. We share competitive, battle-hardened tools and techniques for business leaders to outsmart competition as they face new challenges posed by the inevitable constant, change.

Day Agenda

Timings	Proposed Topic	Proposed Speaker
09:30 am - 09:50 am	Registration & Welcome Tea	
09:50 am - 09:55 am	Welcome Address	Syed Masood Hashmi President MAP
09:55 am - 10:00 am	Speech by Platinum Partner	Dr. Zeelaf B. Munir Managing Director & CEO, EBM
10:00 am - 11:00 am	Keynote Leading Innovation	Dr. Tommy Weir CEO Coach & Founder of EMLC
11:00 am - 11:15 am	Tea Break	
11:15 am - 12:15 pm	Continuous Innovation	Anthony Butler Chief Technologist & Lead Cloud Advisor, IBM Middle East and Africa
12:15 pm - 01:15 pm	Panel Discussion - Creating a Culture of Innovation	A conversation on improving culture of an organization through Innovation
01:15 pm - 02:15 pm	Prayer & Lunch Break	
02:15 pm - 02:45 pm	Innovative Leadership without Technology	Furqan Qureshi Former Chief Commercial Officer, PTCL
02:45 pm - 03:15 pm	Benefits of Aligning Corporate Strategy with Innovation	Asad Said Jafar Chairman & CEO, Philips Pakistan Ltd.
03:15 pm - 03:45 pm	Tea Break	
03:45 pm - 04:45 pm	Neuro Leadership - Neuro science for innovation & transformational management	Soraya Sarif Human Capital Optimization and Organizational Efficiency Strategist
04:45 pm - 05:00 pm	Closing	

2 Post-Convention Workshops

Dr. Weir set out on a quest to satisfy his curiosity to know how Dubai progressed as a World Class City, and later evolved his theory that Dubai's success came not from oil – but from Leadership.

November 12, 2015, Mövenpick Hotel - Karachi | Half-Day each

Workshop – A

Leading for the Future

Exclusively Designed for CEOs

Program Overview

Are you looking to achieve significantly more than you do now? Do you want your company to create big ideas and have the guts to go after them? If so, this one-of-a-kind workshop is for you, your team, and company. Derived from Dr. Tommy Weir's best-selling book Leadership Dubai Style, you'll learn new executive habits. Dubai's achievements are proof of what you can expect by forming these habits. You'll get grand results!

Program Benefits

- **SEE WHAT'S POSSIBLE**
Build organizational courage to pursue ambition rather than being limited by past patterns.
- **GIVE DIRECTION**
Keep the business focused by giving absolute clarity.
- **SPEED UP**
your business with everyone leading at level.

Program Agenda

AMBITION - Leadership Habits: Have an Ambitious Appetite, Lead Today for Tomorrow's Future

COURAGE - Leadership Habits: Be Brave, Act Decisively and Give Direction, Stick with the Strategy

Target Audience

Business Owners, Managing Directors and CEOs

Exclusive Offer for workshop-A:

Participants of the workshop-A will receive a complimentary copy of Dr. Tommy Weir's new book: **"Leadership Dubai Style"**



Workshop – B

Leading Execution

Exclusively Designed for Senior Executives

Program Overview

Based upon evidence and backed up by a world-class set of "business success tools" Dr. Tommy Weir will coach you and your team to form the Habits needed to lead execution as derived from his best-selling book Leadership Dubai Style. Not only will you learn what to do, you will learn how to... these habits will change the way you lead.

Deliver more than promised, ahead of time, 100% of the time!

Program Benefits

- **ACHIEVE SUCCESS**
Put successful performance at the center of performance management and never accept "good enough" as good enough.
- **MONITOR EXECUTION PATTERNS**
Monitor informally and proactively - so everyone delivers, thus raising your success quotient.
- **CREATE AN ENVIRONMENT FOR SUCCESS**
Identify and work through every bottleneck so that everyone succeeds.

Program Agenda

EXECUTION - Leadership Habits: Keep the Focus, Micro-Monitor without Micromanaging, Don't Accept Good Enough as Good Enough, Create an Environment for Others to Succeed, Consult to be Informed while Avoiding the Consensus Limitation, Be Loyal in order to Get Loyalty, Develop Future Leaders Today

Target Audience

VPs, Directors, General Managers and Senior Managers



Facilitated by Dr. Tommy Weir

- Globally recognized as an authority on leading in Fast - Growth and Emerging Markets
- Author, Renowned Speaker, CEO Coach and advisor on Senior Executive Leadership
- Working with over 3,000 CEOs and Business Leaders from Fortune 500 Companies
- Spearheaded the creation of Innovative and Award-Winning Leadership Programs Globally

CEOs around the world turn to Dr. Tommy Weir for trusted leadership advice on how to become the best they can be and how their organisations can achieve rapid growth. Since founding the Emerging Markets Leadership Center (EMLC), Dr. Weir has helped over 3,000 executives from more than 80 nationalities achieve peak performance. His vast knowledge has placed him in high demand as a CEO Coach, author, speaker and advisor.

Dr. Weir is equipped with an arsenal of rare insights coming from decades of experience and success stories ranging from Fortune 500 companies and governments, to family businesses and newly established corporations in Africa, Asia, and the MENA region.

With a rich history of leadership development advising governments and corporations on strategic and future-oriented leadership, he has spearheaded the creation of innovative and award-winning leadership programs.

A thinker, speaker, and writer to the core, he holds a Doctorate in Strategic Leadership from Regent University, and is a professor at Hult Books International Business School. His books include **10 tips for Leading in the Middle East**, which was **voted the #2 best book of 2014** by the **Wall Street Journal's Readers Poll**, **Going Global**, **The CEO Shift** & **The Cheeseburger Theory**.



REGISTRATION FEE*

S. No.	Investment Categories	MAP Individual Member*	MAP Institutional Member	Non - Member	Group Discount
1	Conference Fee	12,900/-	14,900/-	15,900/-	10% - on 5 + Nominees
2	Workshop A	27,900/-	29,900/-	32,900/-	10% - on 5 + Nominees
3	Workshop B	19,900/-	22,900/-	24,900/-	10% - on 5 + Nominees
4	Workshop A & B	34,900/-	39,900/-	44,900/-	N/A
5	Conference + Workshop (A)	34,900/-	39,900/-	42,900/-	N/A
6	Conference + Workshop (B)	28,900/-	33,900/-	36,900/-	N/A
7	Conference + Workshop (A & B)	47,900/-	52,900/-	62,900/-	N/A

FEE INCLUDES:

Convention:

Conference Kit, Lunch, Refreshments & Networking

Workshops:

Course Material, Lunch, Refreshments & Certificates

Group Discount is only applicable for nominations from the same organization.

Investment Categories 4, 5 & 6 include entrance fee of MAP Individual membership worth PKR 2,400.

Category 7 includes entrance fee plus 1 year subscription of MAP Individual membership worth PKR 4,800.

*Student Discount available as per MAP's policy

*Workshop A fee inclusive of Tommy's Book

5 EASY WAYS TO REGISTER:

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PAYMENT:

Send your cheque in favor of
“**Management Association of Pakistan**”

To: **Muhammad Imran Anwer**
(MAP Convention Secretariat)
Octara Private Limited
1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34520093, 021-34520708
Mobile: 0321-2670041
Fax: 021 - 34520708

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.

Your participation will be confirmed subject to receipt of payment.

Full payment must be received in advance to confirm registration.

REGISTRATION NOTE:

Refunds are not allowed, however substitutes may attend, provided we are informed in writing at least 5 working days in advance.

In the event of unforeseen circumstances, MAP reserves the right to postpone, amend or cancel the event.

Partnership Opportunities:

Position your company brand with 17th MAP Convention as Partners and mark your competitive presence amongst the key decision makers in the corporate sector.

For details, please contact:

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info@mappk.org, 021-35172431