

CONFERENCES AND EVENTS

Our work is serious in the sense that it addresses important areas of your business development. However, if a lighter touch is needed for a conference or corporate event, we provide a range of 'serious fun' inputs, through highly participative events or keynote seminars including a range of practical 'take away' messages. Examples include:

Strategy Keynote and Team Building

event for Unilever strategy managers in Barcelona and Rome. Harald Melwish, Brand Manager said of it: "Thanks to you for your performance and the energy you created! We had great fun and a strong moment togetherness that will last."

The Head, Heart and Soul of Leadership – keynote address and interactive event for the National Health Service.

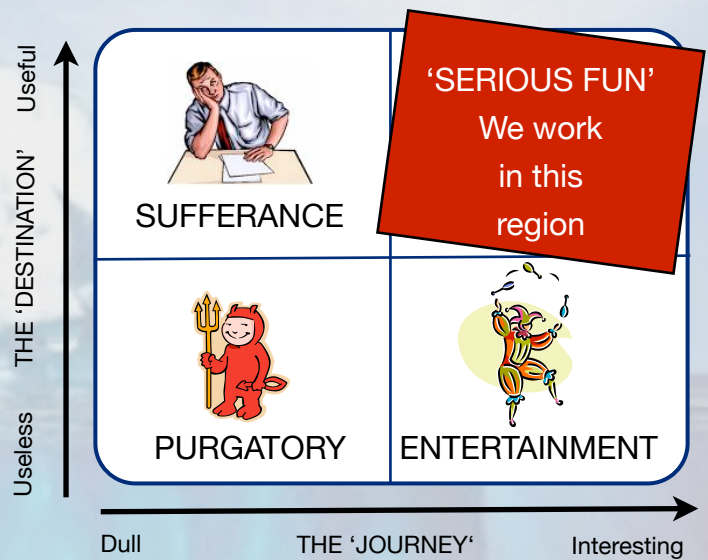
Career Development Keynote – the end of a month of events to focus on this topic for Pfizer. A PhD Chemist said: As a confirmed classical music addict, I approached the event with more than a little doubt, especially when I heard them warming up with electric guitars beforehand. But this turned out to be THE event of "It's Your Life". The dynamic combination of Peter Cook and John Otway just blew me away. For once I was, and remain, truly inspired. The event was different, by a long, long way, but so much more effective for being so. Thanks to the organisers who took a risk putting it on. I'm glad I took the risk of attending!

Annual Conference for MHS Homes where we project managed the entire undertaking, which was designed around a 'Back to School' theme. As well as organising a keynote input, 12 practical workshops, a Question Time panel session and a finale, we took a small group of the organisation, got them to write some songs, recorded them in a professional recording studio and enabled them to perform the songs at the conference in support of a Cancer Charity.

Team building for 200 people in a Government agency using a range of participative methods, e.g. songwriting, art and crafts, outdoor and theatrical approaches.

Public Services Innovation conference - looking at the use of technology to deliver social care in the future and involving 100 staff in the evaluation and acceptance testing of the technologies.

Annual General Meeting of the Chartered Institute of Personnel and Development (CIPD). Typically these events had attracted less than 20 people. We increased member engagement and attendance to 100 and then further to 250 the following year by converging a keynote speaker with a rock star who spoke on the importance of failure in success and performed with members of the Human Dynamics team.



A very big thank you for your efforts yesterday and in the lead up to the conference. All contributions, whether up front and visible or beavering away in the background were equally valuable in delivering a very enjoyable and stimulating event. Crowds of staff on their feet cheering at 6.00pm, an hour after they would have normally gone home suggest that they had a good time. Now we have to follow that!

John Sands,
Chief
Executive, mhs
homes

HERE'S SOME WE HAVE RUN EARLIER...

Can't create, won't innovate? – Five tips from the 'Cookbook' – Best Practice Creativity.

The Learning Organisation - rhetoric or reality? – A keynote seminar based on research in the field with key content extracted from our books and publications on the subject.

Ready, steady, create – A high intensity experience of principles for 'thinking outside the box'.

The ABC of NLP – A jargon-busting introduction to Neuro Linguistic Programming and its practical uses in business.

Leadership conferences for a variety of clients, private and public

Executive MBA level conferences – Subjects include strategy, creative management, international business, innovation, finance, marketing, HR strategy. An example is shown below:

Marketing in a complex world

An opportunity to pick the nuggets from this subject in two days. Sessions include:

1. A leading expert on megamarketing – How to reach further
2. Brand management masterclass – How to embed your company's brand in people's minds as the natural 1st choice
3. Practical workshops on tools for handling predictable complexity
4. When risk management is not enough – Tools for handling unpredictable complexity
5. Keynote session – What can we learn from a tame physicist about chaos and its relevance to management?
6. Postmodern marketing – What to do when everybody's an individual and they switch brands daily?



It was a pleasure to see you again at our Leadership Conference last week. Thank you for your enthusiasm and inspiration. The feedback on the conference overall is hugely positive. Several delegates commented to me personally on how much fun they had, but with serious messages underlying it. They also commented on your enthusiasm and ability to personally engage everyone in the room – well done! I think the overall feeling was your session was a real highlight for the event and an excellent one to end with!

**Bonnie McKenzie,
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