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# A Look at Where in the World the World is Going

*Seeing Opportunity ... Seizing Advantage*

with **Warren Evans,**  
Trends Analyst and Business Strategist



**8 Sep 2006**

**\$25 per member**  
**\$28 per guest**

Everything you are intending to do will happen against the backdrop of the major trends we see swirling around us.

Recognizing opportunity, and seizing competitive advantage, depend on understanding what is driving the macro-trends under the surface, and how they will interact with each other to impact your markets and your organization.

Hailed as *'one of the most comprehensive, and pragmatic, analysis being offered today'*, this wide ranging presentation identifies specific implications for business leaders, and describe successful strategies on marketing, branding, leadership issues, service delivery, work structures, recruiting, and alliances, from organisations around the world.

On his previous visits to Singapore, audiences have been impressed with his ability to address issues of particularly relevant to our current challenges.

**Sample highlights:**

**Personality is the Brand**

How demographics & broadband are changing the realities of branding, and what leaders need to be doing to get ahead of the curve.

**Hollywood Days & Cyber Knights**

How psychographics and technology are changing the future of work, re-shaping the recruiting wars, and opening up individual opportunities.

**The next Service Revolution: (it started last Tuesday, 11 Jul 2006)**

How customer intelligence is setting new standards, and what leading organizations are doing to do to seize advantage and drive market share.

**Three Generations; one urgent issue**

How the corporate restructurings of the last decade have now created a different, and critical, priority for knowledge management.

**Success Tomorrow**

Why 'character counts', 'simplicity gets hot', and 'risk reduction rules'. Alliances win, recruiting wars, emerging leadership imperatives.

**Programme**

**12.00 pm to 12.45 pm**  
**Lunch**

**12.45 pm- 1.45 pm**  
**Talk and Presentation**

**ABOUT WARREN EVANS**



**Warren Evans is a trends analyst and business strategist based near Toronto.**

**His blue-chip client list runs from American Express through Microsoft and McDonalds to Zurich Insurance, and spans more than a dozen countries on 5 continents. He brings to the platform a unique combination of genuine expertise and powerful delivery. His compelling information, practical ideas, upbeat approach and irreverent sense of humor have won him rave reviews around the world.**

*"We've had over 100 speakers in the last decade. I don't remember another one ever scoring unanimous, straight 10's."*

*- Academy for Chief Executives, UK*

*"... wealth of information and insights"*  
*- President & CEO; Zurich U.S. Enterprise Risk*

*"... unique insights; challenging candor; great"*  
*- CEO; MHC of America's CEO's Conference*

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or call **Serena Chua** at **6532 4827**.

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