



LEADERS

Delighting audiences from Seattle to Singapore,
Denver to Dubai and now...

Live and Exclusive in Cairo!



chester elton & YOU

Leadership for Revolutionary Teams

**Four Seasons, Nile Plaza, Cairo
Wednesday, 20 October 2010**



BENEFITS OF ATTENDING

- Discover the techniques to **inspire** and **motivate** employee's to excel in their position
- Uncover the secrets of **high performance leadership** to take your team to the next level
- Employ engagement strategies to **increase your teams productivity** and **improve retention**
- Conquer barriers, exceed expectations and **deliver excellence**

INTERESTING FACTS ABOUT CHESTER

- Called "The Apostle of Appreciation" by Canada's Globe and Mail, and "creative and refreshing" by the New York Times
- Workplace expert regularly featured on CNN, FOX Business and ABC Money Matters
- New York Times bestselling co-author of the Carrot books which have sold more than 1 million copies worldwide and have been translated into 25 languages
- Highest rated speaker at the Society for Human Resources Management annual conference
- Employee recognition expert and consultant to companies such as KPMG, Hard Rock Café, The Pepsi Bottling Company, DHL and Walmart

"Chester has his finger on the pulse of what any industry needs to develop a positive workforce and build loyalty"

- Hard Rock, International



IIR MIDDLE EAST
CONFERENCES ■ EXHIBITIONS ■ TRAINING

an **informa** business

Chester has delighted audiences from Seattle to Singapore, Denver to Dubai and from Toronto to Istanbul. In 2005 he was the highest rated speaker at the National Society for Human Resource Management annual conference (Bill Cosby was the number two rated speaker). He serves as a recognition consultant to Fortune 100 firms such as DHL, KPMG, Wal-Mart and Avis Budget Group.

Featuring...

- Intensive and interactive one day summit with world renowned motivation and appreciation expert on engaging employees through recognition
- Practical examples and case studies from Chester's extensive research conducted with 200,000 people over ten years
- Inspirational teaching that will help deliver dramatically greater business results
- Key traits found inside the world's most stellar teams
- Characteristics to conquer barriers, exceed expectations and overcome mediocrity through brilliance

"99% of our senior executives rated Chester's session excellent or good – which is amazing!"

– Motorola

As a motivation expert, Chester has been featured in the Wall Street Journal, Washington Post, Fast Company magazine and the New York Times and has been featured on CNN, ABC "Money Matters," MSNBC, National Public Radio (USA) and 60 Minutes. A sought after speaker and recognition expert and consultant, Chester is Senior Vice President of Publishing and Training at O.C. Tanner Recognition Company.

Want to sponsor Chester Elton in Cairo?

Whether you are a premium event partner, an associate or exhibitor, the wide range of tailored solutions we have available offer you an unparalleled platform to meet and network with senior industry decision makers.

Raise your profile at **Chester Elton - Live and Exclusive in Cairo** through on-the-day exposure and a powerful direct marketing campaign. Access extensive opportunities to promote your brand, and generate those all-important new business leads.

Can you afford not to be there?

To discuss the business opportunities available at **Chester Elton - Live and Exclusive in Cairo**,

Please contact:

Charlie Bark-Jones
Sponsorship Manager, **Leaders**
+971 (0) 4 4072608
sponsorship@iirme.com

Ingy Abdel Gawad
Senior Consulting Partner, **IMI**
+202 25286837
ingy.abdelgawad@imi.com.eg





1st
time
outside
North
America

Agenda:

Registration and coffee will be at 08.00. The session will run from 09.00 to 17.00 with two breaks for refreshments. Lunch will be served from 12.30 – 13.30

09.00 The Carrot Principle: Engaging Employees Through Recognition

Based on his runaway bestseller, *The Carrot Principle* Keynote reveals the ground-breaking results of one of the most in-depth management studies ever undertaken. The breakthrough study of 200,000 people over 10 years found dramatically greater business results when managers offered constructive praise and meaningful rewards in ways that powerfully motivated employees to excel.

Drawing on case studies from leading companies including Disney, KPMG and Pepsi Bottling Company, Chester will share with Business leaders from across Egypt how the transformative power of purpose-based recognition produces astonishing increases in operating results. He will also show how great managers lead with carrots, not sticks and in doing so achieve higher: Productivity, Engagement, Retention and Customer Satisfaction

Workplace Practicality:

This exceptional presentation introduces the simple steps to becoming a Carrot Principle manager and to building a recognition culture in your organisation. Following these simple steps will make you a high-performance leader and take your team to a new level of achievement.

13.30 The Orange Revolution: How One Great Team Can Change An Organisation

The Orange Revolution Keynote highlights the key traits found inside the world's most stellar teams. Chester illustrates the steps these teams took to conquer barriers, exceed expectations and overcome mediocrity through brilliant collaboration. For the first time outside North America, Chester will share exclusively with leaders in Cairo the synergy that exists among teams in the world's most respected and innovative organisations—and how to tap into that power within any group of individuals.

Drawing on startling research and case studies from leading teams at Zappos, Pepsi Bottling Company, The Blue Angels, Texas Roadhouse, Apple, and many others, The Orange Revolution shows how true team work produces results that change the world and can immediately increase: Loyalty, Innovation, Bottom-line Results, Productivity and Engagement.

Workplace Practicality:

This must-see presentation introduces the simple steps to inspiring an Orange Revolution in your organisation – through easy, prescriptive, outcome-based applications that can be implemented today



chester elton



Wednesday, 20 October 2010
Four Seasons, Nile Plaza, Cairo

Five Easy Ways To Register

- +202-25286837
- +202-25286836
- training@imiegypt.com
- www.iirme.com/chestereltoncairo
- IMI
35A SARAY EL
MAADI TOWER
CORNICH EL NILE
MAADI
CAIRO
EGYPT

A1122

Tick

<input type="checkbox"/>	Full Day Masterclass - CAIRO	L.E. 2,500 (Local Price)
<input type="checkbox"/>	Full Day Masterclass - CAIRO	US \$1,700 (International Price)

Please note the local rate of L.E. 2,500 is only applicable to companies based and operating in Egypt. The International rate applies to all companies registering outside of Egypt

PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Company	Email	Mobile
1 st Delegate							
2 nd Delegate							
3 rd Delegate							
4 th Delegate							

REQUIRED: Please supply the following details:

Head of Department							
Training Manager							
Booking Contact							

Company:

Address (if different from label above):

Postcode: Country:

Tel: Fax:

No. of employees on your site: 1000+ 500-999 250-499 50-249 0-49

Nature of your company's business:

YES! I would like to receive information about future events & services via email.
My Email address is:

Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full cash payment must be made upon receipt of the invoice and prior to the event. All payments should be in favor of IMI – International Company for Human Resources & Management Development.

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a US\$ 100 service charge will be payable. Registrations cancelled less than 7 days before the event must be paid in full.