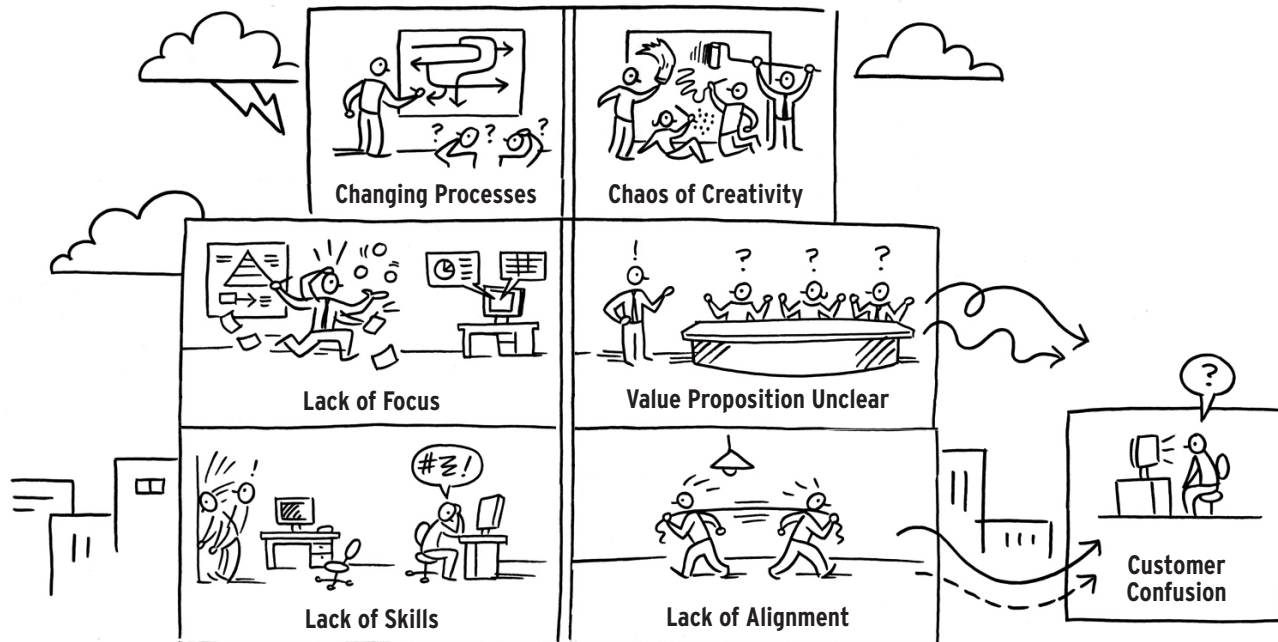


Thinking visually to tackle business challenges

A creative and innovative approach to problem solving

GENEVA

OCTOBER 1st
2008



Statistical surveys have shown that design and visualisation have a verifiable impact on business performance. Visual articulation is important when solving a problem that involves strategic goals and initiatives. At its core, it helps

bridge the problem or opportunity with the solution. That is why helping decision makers to think and express themselves visually gives organisations a competitive edge in the marketplace.



SPEAKERS



WORKSHOP FACILITATOR
Pablo M. Ramirez
Client Services Director EMEA
XPLANE, the visual thinking company

GUEST SPEAKERS
Stefano Mastrogiacomo, PhD
Arvetica Partner



LOCATION

**Centre International de
Conférences Genève**
17 Rue de Varembe
CP 13 CH 1211 Genève 20
www.cicg.ch



GOALS

- Understand the meaning and value of visual thinking
- Use a creative and innovative method to solve business challenges
- Use visual tools to help you generate, evaluate and organise ideas
- Learn how to use them to contextualise, prioritise and harness change
- Extend these new techniques and methodology to your team

More information:
0 808 120 36 43 (freephone)
info_en@xplane.com

 XPLANE™ | The visual thinking company™

This event is directed at everyone in the company in search of new, creative alternatives to face challenges within their organisation

Registration form

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AGENDA

9.00 AM

Registration and introductory drinks

9.30 AM

Introduction to visual thinking for business

10.00 AM

Hands-on workshop

12.00 AM

Lunch break

12.30 PM

Stefano Mastrogiacomo
"Designing and Implementing Strategy Visually with Strategy Maps"

13.30 PM

Methodology wrap up

14.00 PM



BOOKING

Book now sending your completed registration form to info_en@xplane.com or faxing it to **+34 915 63 63 91**

Workshop fee: **280CHF (VAT included)**
Early bookings: **252CHF (VAT included)**
Book by August the 30th and save 20%

Payment is required within 3 working days and prior to the workshop date.

Methods of payment:

Bank transfer to XPLANE EMEA

Banco Popular
IBAN: ES39 0075 1321 5606 0007 8261
SWIFT CODE/BIC: POPUESMM
Account No. 0075 1321 5606 0007 8261

Please remember to quote the Delegate's name and the event reference, XPS-WORKSHOP

Paypal/Credit Card
Visa, Mastercard or American Express

COMPLETE THE FOLLOWING FIELDS:

Name _____ Surname _____

Position _____

Organisation _____

Address _____

Postcode _____ State _____ Country _____

Telephone _____ Fax _____ Email _____

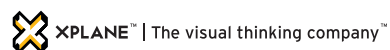
How did you hear about the workshop?

Invitation Referral Other: _____

Would you be ready to share your business challenge with workshop peers?
If so, please explain the challenge further:

Signature _____

Date _____



Terms and conditions

1. Fees include attendance to the workshop, drinks and canapes.
2. Cancellation: bookings carry a 100% cancellation fee.
3. Substitutions: Following the payment of the workshop fee, substitutions are allowed but they must be received in writing by mail or fax before the date of the workshop.
4. Data protection: The booking of the event confirms the participants express authorisation to including their information on XPLANE's database, which will be used by XPLANE for promotional purposes and passed to selected third parties. If you wish to stop receiving information please contact XPLANE by email at smunoz@xplane.com.
5. XPLANE reserves the right to change event dates, sites or location or other workshop features as it deems necessary. If XPLANE was to cancel the event permanently for whatever reason, clients will be entitled to a full refund of the event fee only.