



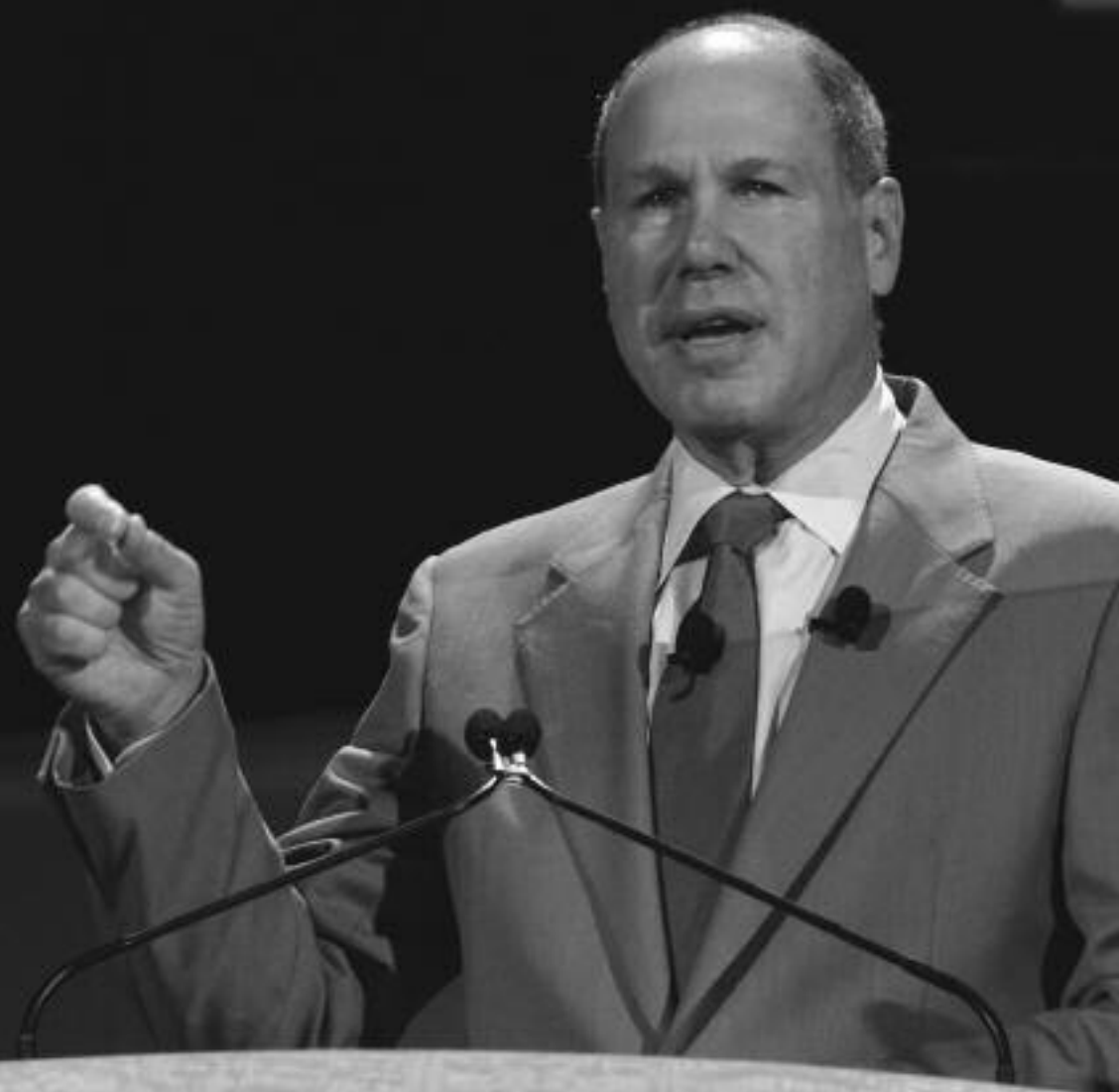
SPECIAL MANAGEMENT PROGRAM

MICHAEL  
EISNER  
& you

MAKING CREATIVITY  
& INNOVATION HAPPEN

NOVEMBER 18, 2008  
NEW YORK CITY

LIMITED TO 120 EXECUTIVES



**Michael Eisner** was CEO of The Walt Disney Company from 1984 to 2005, reinventing the company during his tenure. Betting on the power of ideas, adopting an innovative vision, and taking creative risks, he expanded Disney's offerings from parks, resorts, and studio entertainment to a global entertainment giant, acquiring such companies as ABC, ESPN, and Hyperion Books.

Eisner's career began with ABC in the '70s. During his tenure as senior vice president, he led the network from its longstanding third place

position among the television giants to first place. As president of Paramount in 1977, Eisner took the company to its number-one position in profitability and at the box office with blockbusters such as *Raiders of the Lost Ark*, *Saturday Night Fever*, and *Ordinary People*. Eisner is the author of *Work in Progress* (co-authored with Tony Schwartz), detailing his involvement in the entertainment industry. He is also the author of *Camp*. He serves on the boards of the California Institute of Arts and The Aspen Institute, among others, and is a member of The Business Council.

# MAKING CREATIVITY & INNOVATION HAPPEN

## Fostering Innovation & New Ideas in Your Business

CREATIVITY AND INNOVATION ARE TWO OF THE MOST POWERFUL TOOLS IN BUSINESS, BUT THEY ARE ALSO TWO OF THE MOST CONTROVERSIAL. FOR ONE DAY, YOU WILL HAVE THE OPPORTUNITY TO WORK WITH ONE OF THE WORLD'S MOST RESPECTED CREATIVE ICONS ON HOW TO SUCCESSFULLY FOSTER CREATIVITY AND IMPLEMENT INNOVATION IN YOUR ORGANIZATION. LEARN HOW TO TAP INTO YOUR CREATIVE INSIGHTS AND LEVERAGE YOUR IDEAS INTO TANGIBLE GROWTH AND FINANCIAL SUCCESS.

7:45 am - 8:30 am WELCOME AND REGISTRATION

8:30 am - 10:00 am **I. MAKING INNOVATION PART OF YOUR BUSINESS STRATEGY**

- Innovation: As vital for established companies as start-ups
- Of innovative leaders and companies: Making the most out of your new ideas or your legacy
- Successful strategic planning: Understanding what you need to be doing and looking ahead of your competition
- The role of leadership in innovation

10:00 am - 10:30 am COFFEE BREAK

10:30 am - 12:00 pm **II. BRINGING ALL OF YOUR CREATIVE SKILLS TO LIGHT**

- Turning your company into a creative power plant: How to encourage and manage new ideas
- How to trigger the process of self-renewal and successfully expand your competencies
- Leveraging your network, perspective, and prior experience to foster and promote innovation

12:00 pm - 1:00 pm LUNCH WITH MICHAEL EISNER

1:00 pm - 2:30 pm **III. PROMOTING AND MANAGING NEW IDEAS FROM SCRATCH TO SUCCESS**

- Innovation and creativity: The most dependable engines for any business
- Creativity: How to value such an important intangible and its potential for growth
- Telling a good story: Why it is crucial for any business
- *Case Study*: Building Disney and building Tornante - the key role of creativity whether your business is worth \$50 billion or \$50 million

2:30 pm - 3:00 pm COFFEE BREAK

3:00 pm - 4:30 pm **IV. INNOVATION AND ITS IMPACT ON FINANCIAL SUCCESS**

- On innovation, risk-taking, and smart decision-making: Why results are tied to good ideas, a bold vision and a strong and personal leadership style
- Never forget branding: Why you can't have innovation without the power of a good brand behind it (and vice versa)
- How to strengthen the bond with your consumers while innovation drives your company ahead
- Staying true to your brand essence: How to take your company to the top without jeopardizing its future

4:30 pm - 5:30 pm **V. FINAL REMARKS AND WRAP-UP**

- Lessons from the field: Management and leadership concepts for any successful business
- Open discussion and Q&A

# GENERAL INFORMATION

## Date & Venue

November 18<sup>th</sup>, 2008

Cipriani at Rockefeller Center  
30 Rockefeller Center - 64<sup>th</sup> Floor  
Pegasus Suite  
New York City



## Special Accommodations

Visit [hsmglobal.com/us/eisner](http://hsmglobal.com/us/eisner) for more information.

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## Each Attendee Will Receive

- Attendee Profile and Contact List
- Photo opportunity with Eisner
- Working Materials
- Meals
- Attendance Certificate

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## Limited Availability

Limited to 120 attendees

All applications are subject to approval by HSM

### Program Fee

Regular Price: \$6,500

**Before September 12<sup>th</sup>: \$4,900**

Corporate Offer

Three Tickets: \$14,100 (\$4,700 per attendee)

Five Tickets: \$22,500 (\$4,500 per attendee)

To receive the Special Offer, payment must be received by September 12<sup>th</sup>.

### Three Ways to Register

Phone 866 711 4476 | 9 am - 6 pm EST

212 317 8454 (if dialing internationally)

Fax 212 308 6788

Online [hsmglobal.com/us/eisner](http://hsmglobal.com/us/eisner)

For more information, contact us at [info.us@hsmglobal.com](mailto:info.us@hsmglobal.com)



# REGISTRATION FORM

## MAKING CREATIVITY & INNOVATION HAPPEN with MICHAEL EISNER

NOVEMBER 18, 2008

CIPRIANI AT ROCKEFELLER CENTER - NEW YORK CITY

**REGULAR PROGRAM FEE: \$6,500**

**BEFORE SEPTEMBER 12<sup>TH</sup>: \$4,900**

For registration or more information on the program, please visit our website at [hsmglobal.com/us/eisner](http://hsmglobal.com/us/eisner), call 866 711 4476, or fax this registration form to 212 308 6788.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_ DEPARTMENT \_\_\_\_\_

COMPANY \_\_\_\_\_ INDUSTRY \_\_\_\_\_

COMPANY TYPE  PUBLIC  PRIVATE  FAMILY OWNED

COMPANY SIZE (EMPLOYEES)  <50  50 to 100  101 to 500  501 to 1000  > 1000

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

EMAIL \_\_\_\_\_ BUSINESS PHONE NUMBER \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

*Your contact information, excluding your phone number, will be shared with other attendees at the event. It will not be used for any other purpose.*

Please don't share my contact information. I'm not interested in receiving the Attendee Profile.

### **Pricing (Before September 12<sup>th</sup>, 2008)**

Early Registration Offer: \$4,900 Attendees: \_\_\_\_

Corporate Offer

Three Tickets: \$14,100 (\$4,700 per attendee)

Five Tickets: \$22,500 (\$4,500 per attendee)

To receive the Special Offer, payment must be received by September 12<sup>th</sup>.

### **Payment Options**

Check enclosed (*Make check payable to HSM Americas, Inc.*)

Bill me

Visa  Mastercard  American Express  Diners Club  Discover

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_ CARDHOLDER'S SIGNATURE \_\_\_\_\_

### **Which of the following topics would you like HSM to include in its future programs?**

- Negotiation  Teamwork  Family Business  Personal Development  Customer Experience
- Execution  China/India  Innovation  Sales/Marketing  Change Management

*Cancellation & refund policy:* If you request cancellation up to 60 days prior to the event ("Cancellation Deadline"), the refund will be processed in the same manner (i.e. credit card, check, etc.) that the registration payment was made, less a processing fee of \$500 per ticket. For cancellations in writing requested after the Cancellation Deadline and before 21 days prior to the event ("Credit Deadline"), a credit refund will be granted for HSM events to be held until 12/31/2009 for the value of your purchase. After the Credit Deadline tickets may only be transferred to a substitute participant. We reserve the right to cancel the event, and if this occurs, we shall refund the total fee paid.

*Scheduling:* We reserve the right to make any changes without prior notice.

Detailed Terms and Conditions can be found in the Register section at [hsmglobal.com/us/eisner](http://hsmglobal.com/us/eisner)

**CODE: SME/1MD/WEB1/08**



[hsmglobal.com](http://hsmglobal.com)

**HSM GROUP**

501 Madison Avenue  
10<sup>th</sup> Floor  
New York, NY 10022  
[hsmglobal.com/us](http://hsmglobal.com/us)

**UPCOMING EVENTS 2008**

Strategic & Disruptive Innovation with **Clayton Christensen**, **Jun. 17-18**

Building Winning Teams with **Patrick Lencioni**, **Jun. 19-20**

**World Business Forum**, **Sept. 23-24**

Leading From Your Strengths with **Marcus Buckingham**, **Sept. 25**

Winning Negotiation Strategies with **William Ury**, **Oct. 14-15**

**World Finance & Economy Summit**, **Oct. 16**

Two Days with **Jack Welch**, **Oct. 21-22**

Execution in Action with **Larry Bossidy**, **Oct. 28-29**

Building Winning Teams with **Patrick Lencioni**, **Nov. 12-13**

Family-Managed Business with **John Davis**, **Nov. 19-20**

For an updated list of events, visit [hsmglobal.com/us](http://hsmglobal.com/us)