

HSM
Inspiring ideas

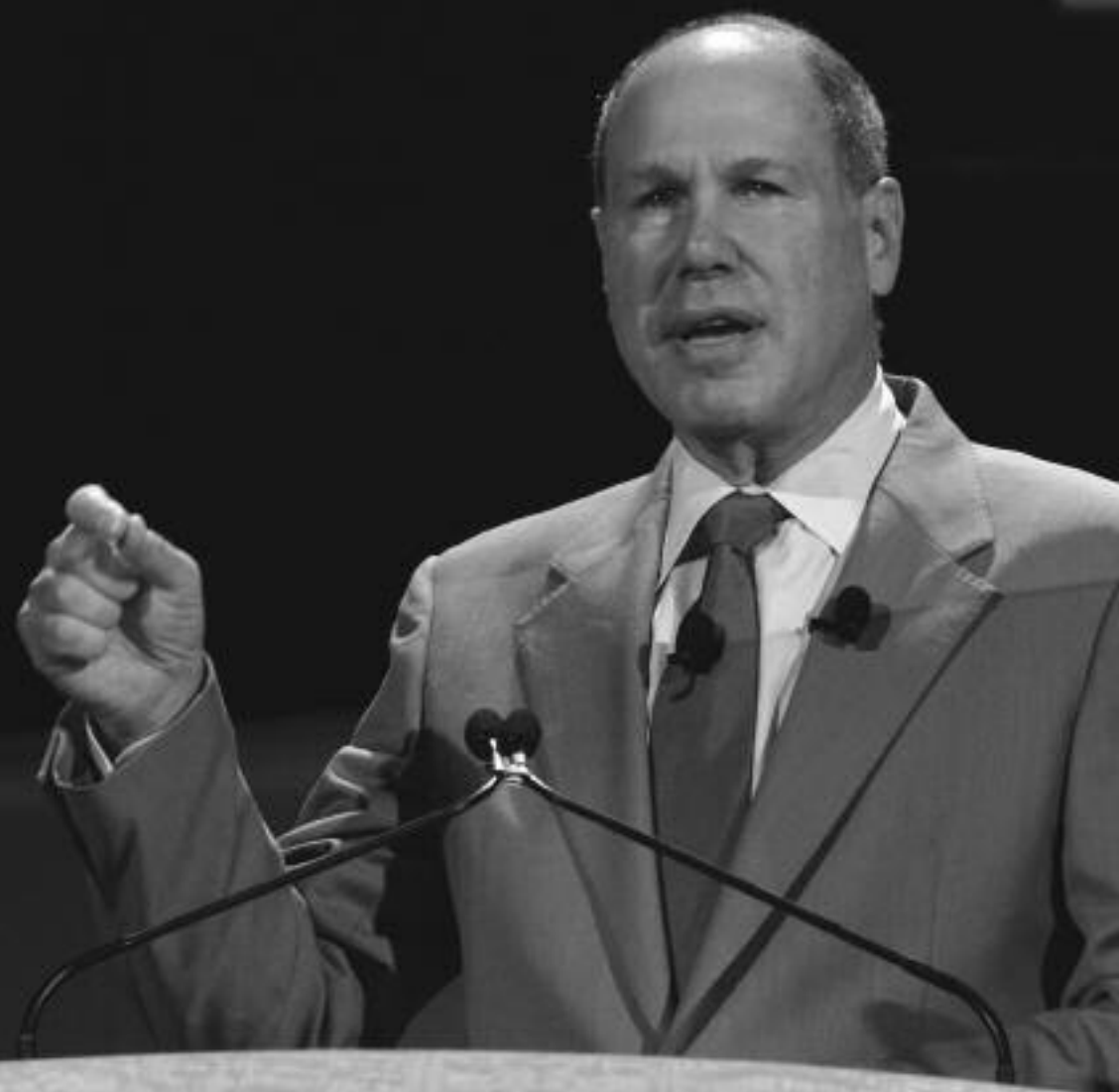
SPECIAL MANAGEMENT PROGRAM

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 18th, 2008

Cipriani at Rockefeller Center
30 Rockefeller Center - 64th Floor
Pegasus Suite
New York City



Special Accommodations

Visit hsmglobal.com/us/eisner for more information.

Each Attendee Will Receive

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

Limited Availability

Limited to 120 attendees

All applications are subject to approval by HSM

Program Fee

Regular Price: \$6,500

Before November 7th: \$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 12th.

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

For more information, contact us at info.us@hsmglobal.com



hsmglobal.com

HSM GROUP

501 Madison Avenue
10th Floor
New York, NY 10022
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