

# CEO-summit-2011 «The art to be successful»

June 1, 2011, World Trade Center, Moscow

The organizer – magazine «CEO»



General sponsor  **ЧТОДЕЛАТЬКОНСАЛТ**

09.00 – 10.00	<b>Registration, welcome coffee-break</b>
10.00 – 11.30	<p><b>Part I. Interactive discussion “The management of business in Russia. How to remain at the top of success”</b></p> <p>The existing business world differs by extreme mobility, variability, growth of level of uncertainty and a competition. It is not easy to operate business in such conditions. Therefore there are more and more examples of «an hour» success each year. While it is possible to rise in business on a wave crest, happy-go-lucky, it is necessary to struggle for the right to remain on top.</p> <ul style="list-style-type: none"><li>➤ How the masters of management run the business in conditions of new reality?</li><li>➤ What helps them today to be successful – the professional management skills or developed leadership potential?</li><li>➤ Which new methods, approaches and technologies leaders use for achievement of company’s strategies goal?</li></ul> <p><b>For discussions are invited:</b></p> <p><b>Alexander Kravtsov</b>, president, «Expedition» <b>Bernar Luke</b>, general director, Ozon.ru <b>Andrey Berezhnoy</b>, general, director Ralf Ringer <b>Sergey Aslanyan</b>, president, «Sitronics» <b>Kseniya Ryasova</b>, president, Finn Flare <b>Max Tucker</b>, managing director, BBDO Moscow <b>Vladimir Gerasichev</b>, president, Business Relations <b>Sergei Rumyanzcev</b>, general director, Russian Telephone Company <b>Igor Lutc</b>, general director BBDO Moscow <b>Sergey Ivanov</b>, general director MGTS</p>
11.30 – 12.00	<b>Coffee-break</b>
12.00 – 13.30	<p><b>Part II. Master-classes</b></p> <p><b>«My way to skills of management. How I have created a successful business»</b></p> <p><b>Klaus Kobjoll</b>, the German restaurateur and hotelier, the owner of one of the most successful European conference-hotels Schindlerhof in Nuremberg; the business-consultant, the author of books of marketing issues, of sales efficiency increase and motivation of the personnel</p>
13.30 – 14.30	<b>Lunch</b>

<b>14.30 – 16.00</b>	<b>Part II. Master-classes</b>  <b>Dmitriy Potapenko</b> , managing partner, Management Development Group Inc. (chain «Gastronomchik», «Prodeco», «Restoranchik») «Crisis ended up? So, we are coming to you. Strategies and tactics of fallen market»  <b>Andrey Berezhnoy</b> , general director Ralf Ringer
<b>16.00 – 16.30</b>	<b>Coffee-break</b>
<b>16.30 – 18.00</b>	<b>Part II. Master-classes</b>  <b>Vladimir Gerasichev</b> , president, Business Relations  <b>Sergey Rumyanzcev</b> , general directors, Russian Telephone Company

## **CEO-summit-2011 «The art to be successful»**

June 2, 2011, World Trade Center, Moscow

The organizer – TopManagement Forum  **TOPMANAGEMENT FORUM**

**Two ways to success: of an entrepreneur Klaus Kobjoll and of a top-manager Pekka Viljakainen. The practical tools of management.**

<b>09.00 – 10.00</b>	<b>Registration, welcome coffee-break</b>
<b>10.00 – 11.30</b>	<b>Klaus Kobjoll. Secret of success of my business – sincerity. Part I.</b>  <b>1. Strategy of development of the company – a necessary component of profitable business</b> <ul style="list-style-type: none"> <li>➤ Company Mission. The analysis of successful practice of Schindlerhof</li> <li>➤ Strategic planning. The annual target plan. Effective practices of Schindlerhof</li> <li>➤ There is nothing more constant, than change - new tendencies and old values. How to combine an invariable/customary «kernel» of business and to stimulate constant progress.</li> </ul> <b>2. In focus - quality of service. The word service has lost its meaning. What in exchange/what is next?</b> <ul style="list-style-type: none"> <li>➤ To be different or to die: unique possibilities of successful business</li> <li>➤ Differentiation from competitors due to quality of service - unique possibility of long-term success</li> <li>➤ quality Pillars - four indicators of quality management</li> <li>➤ the Control system of quality of service TUNE</li> </ul>
<b>11.30 – 11.45</b>	<b>Coffee-break</b>

11.45 – 13.30	<p><b>Klaus Kobjoll. Secret of success of my business – sincerity. Part II.</b></p> <p><b>3. Employees as the key factor of success in Schindlerhof business</b></p> <ul style="list-style-type: none"> <li>➤ the Only thing that it is impossible to copy, is a relation of the company to its employees and the relation of employees to its clients!</li> <li>➤ the Team- a everlasting engine of steady and profitable business. How to hire "the correct"/proper personnel</li> <li>➤ How to motivate employees and to inspire clients</li> </ul> <p><b>4. Leadership as a necessary component of success of the company</b></p> <ul style="list-style-type: none"> <li>➤ What leader is necessary for creation and maintenance of successful business</li> <li>➤ 5 problems of the leader</li> <li>➤ Our factor of success № 1 - "spirit" of the company</li> </ul>
13.30 – 14.30	<p><b>Lunch</b></p>
14.30 – 15.45	<p><b>Pekka Viljakainen. Making big money with new generation. Part I.</b></p> <ul style="list-style-type: none"> <li>➤ Industrial leadership vs. new generation people leadership. Why leadership is more needed than ever – Trying to define winning model for 2020.</li> <li>➤ What I have learned in past 20 years, while running international professional services business?</li> <li>➤ Where I have failed and made mistakes worth of millions of euros? What we can learn about those?</li> <li>➤ What was my practical approach to change and educate talents inside my own organization around the world?</li> <li>➤ ... And lastly... managing top talents in Russia, China, Finland or Germany varies a lot. How I should prepare myself for being truly international?</li> </ul>
15.45 – 16.00	<p><b>Coffee-break</b></p>
16.00 – 17.15	<p><b>Pekka Viljakainen. Making big money with new generation. Part II.</b></p> <ul style="list-style-type: none"> <li>➤ How new generation of consumers see the world? What impact this has for winning business models?</li> <li>➤ To be a winner of the game: What is the needed change agenda <ul style="list-style-type: none"> <li>... for companies?</li> <li>... for their strategies?</li> <li>... for their leaders?</li> </ul> </li> <li>➤ TOP-DOWN leadership, heavy structures and controls are DOOMED to fail. What is the true option? How to run transformation? What are the right KPIs for change?</li> <li>➤ How business models and support functions needs to develop to support new generation and very strong growth possibilities?</li> </ul>

	➤ Pekka's 6 STEP change agenda (just a proposal) for senior executives deep dive more these topics.
<b>17.15 – 18.00</b>	<b>Discussion between Klaus Kobjoll and Pekka Viljakainen</b>

**Top-Management Forum**

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