



الإمارات
THE EMIRATES

INT'L CONFERENCE ON **BUSINESS TRANSFORMATION & REINVENTION**

23rd - 24th FEB. 2022

HOTEL PALAZZO VERSACE - DUBAI



Impactors Global Events
Developing Global Leaders



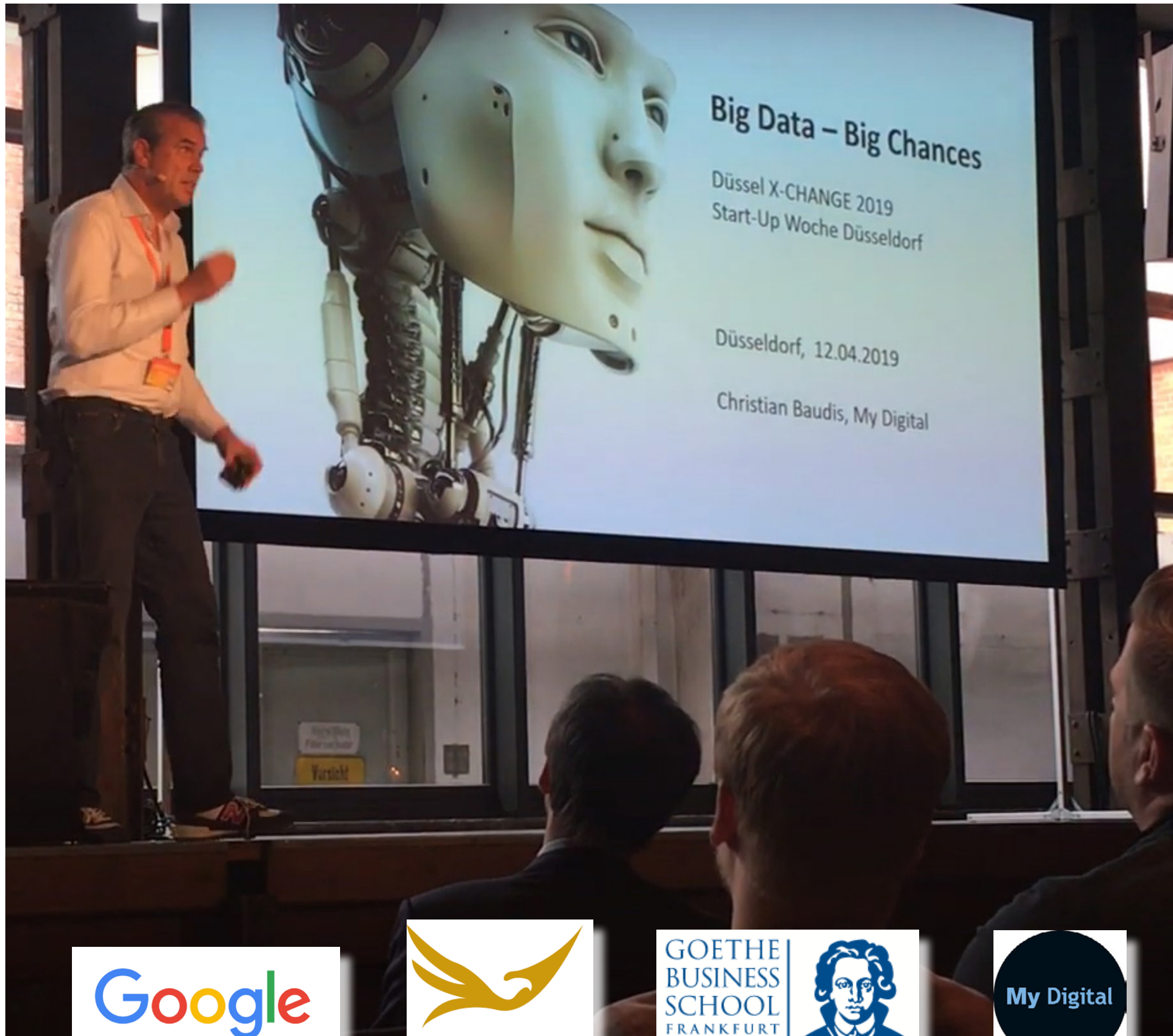
ABOUT THE EVENT:

On 23-24th of February 2022, at amazing Versace hotel venue, over 2 days, 3 top international Directors, Authors, and Speakers will be speaking from 9:00-16:00 to the top, successful Middle Eastern CEOs, Entrepreneurs, and Business Leaders on the range of diverse business topics of vital importance in the post-covid economy.

Leading through uncertainty, with emerging challenges caused by new disruptive forces such as global Pandemic, Metaverse, Big data, Artificial Intelligence, Competitive branding, Marketing will be the main theme of this two-day event.

Over 200 learner CEOs and Business Leaders will be attending at this forum to learn, connect, network and grow themselves further, through this international educational opportunity.





Christian Baudis

**FORMER GOOGLE
CEO OF GERMANY**



Christian Baudis has founded several European Start-Ups successfully and has held leading CEO positions in the European Media and Internet Sectors for more than 20 years.

In 2019 he was ranked under the Top 50 Futurist Speakers worldwide. He was elected several times to Germany's leading Internet & Media Managers and is a recipient of renowned digital awards.

Baudis has published four insightful books on a range of topics from business education to corporate computer security, proving his superior knowledge in this field.

Christian Baudis also is a Member of the Board of Trustees of the Goethe Business School (GBS) in Frankfurt, Germany, Advisory Board Member and visiting Professor of it's MBA Programme in Digital Transformation. He is a Goodwill Ambassador for the Better World Fund.

Google



My Digital

Steven D'Souza

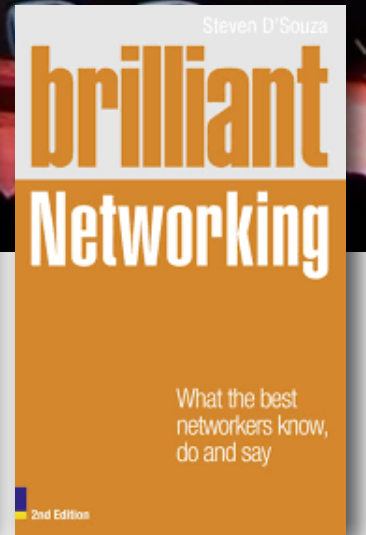
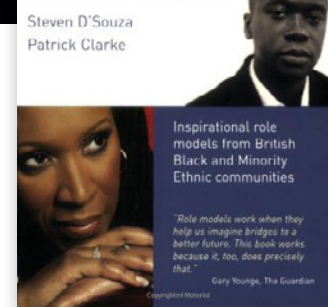
RANKED AS ONE OF THE
TOP 30 INFLUENTIAL
THINKERS IN HR GLOBALLY
BY HR MAGAZINE



D'Souza is an Associate Fellow of the Saïd Business School, University of Oxford. He is also an Adjunct Professor of Leadership, Diversity and Social Capital at IE Business School and a member of the INSEAD Global Leadership Centre.

Steven has served on the guest faculty team of the Adaptive Leadership programme at the Harvard Kennedy School and is part of the Duke CE Global Educator Network (ranked #1 globally for Custom Executive Education by the Financial Times for 13 years).

He is the author of *Made in Britain* (with Patrick Clarke); *Brilliant Networking*; and, most recently the bestselling, *Not Knowing* (with Diana Renner) which was the Chartered Management Institute's Management and Leadership Book of the Year in 2014.



Tony Anderson

FORMER SALES &
MARKETING DIRECTOR
OF EASYJET



Tony is the first Marketing Director for the easyGroup. He took the easy brand into new business areas ranging from car rental to a chain of giant internet cafes. He has held positions on the board of several of Stelios's companies.

In 2011 Tony was re-hired by Sir Stelios Haji-Ioannou to work as an adviser and consultant for easyGroup.

Tony has been ranked as one of the top marketing names in the UK by Marketing Magazine and is often called up to advise start-up business on their marketing strategy.

He is also a visiting lecturer at Cambridge Judge Business School and Imperial College.

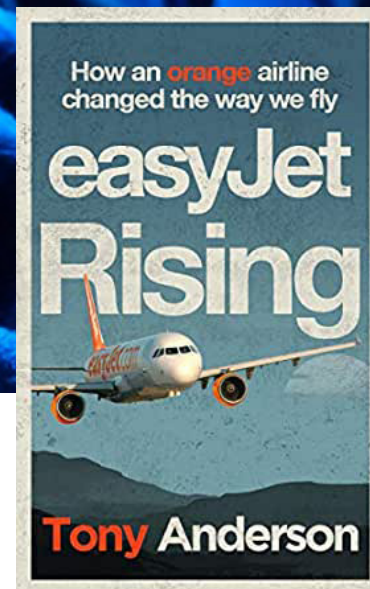
Tony is the author of Gorilla Marketing, the inside story of how easyJet took on the big airlines and easyLand – How easyJet Conquered Europe.

easyJet

egg

Imperial College
London

UNIVERSITY OF
CAMBRIDGE
Judge Business School



WHAT YOU WILL LEARN:

- The World in 2030 - how fast digitalization is going to change the way we live and do Business
- The full impact of robotics, autonomous mobility, sensor technologies, big data and AI, digital health and many more digital technologies on old Business Models and processes
- Mastering the Unknown in Transformation- How to Turn Uncertainty into Opportunity
- How to Thrive in a Disruptive World- The Art of Self-Transformation
- Metaverse, Big Data & artificial Intelligence and their role in coming Business disruption
- Marketing in high growth companies, New tools and Techniques in Post Covid Economies - (using easyJet as a case study)
- How to build and leverage an international brand, Differentiation among Competitors in tough Market Economy
- Growing from the uncertain, VUCA World to the pinnacle of Success, what CEOs must know to thrive

REGISTRATION FEE FOR THE 2 DAY CONFERENCE:



SILVER

1460 Dh. (400\$)

- Free Seating
- Lunch included



PLATINUM

2700 Dh (740\$)

- Front row seating
- Free Valet Parking
- Introduction to the audience by MC
- VIP Badge
- Personal Photos with Speakers
- Private Lunch with Speakers and VIPs





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WEBSITE:

WWW.IMPACTERSEVENTS.COM

PHONE:

+971-4422-567