

PRESS RELEASE

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The Global Executive Network (G.E.N.) Organizes New Event Series “Strategic Planning as a Management Process” for Managers

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The Global Executive Network, an international provider of high-quality networking events for managers covering current trends for industry-focused and management-related topics, has launched the new event series “Strategic Planning as a Management Process”. The first events will take place on 8th March in Frankfurt, on 15th March in Munich and on 12th April in Hamburg, Germany. The events will be held in 5-star locations in the form of a moderated networking dinner. Members of the executive board, managing directors and executives responsible for strategic planning and development are invited to participate in the networking dinner. The goal of the event is to discuss the topic with people in similar positions and to encourage the exchange of experiences and the comparison of best practices as well as informal networking among the guests. Over 70 managers have registered to date.

Today, many industries face the challenges of short innovation cycles, a rapidly changing competitive environment and continuous pressure on prices. Global companies, in particular, need to combine hard facts and figures with soft data such as information on the competition, the own market position and current trends, in order to be able to take strategic decisions in the best way possible.

SOLYP Informatik GmbH is a sponsor of this event. Alexander Zimmermann, the managing director of SOLYP and author of the book “Business-oriented strategic planning with hard and soft data“ published by Springer, will present – in his short dinner speech – the strategy software SOLYP3 and the results of a survey involving 150 heads of strategy in Germany. SOLYP’s solution has received numerous awards. It stores strategic knowledge in a corporate database and combines soft data with hard facts. Mr. Zimmermann’s short presentation will also contribute to encouraging lively discussions between the participants and the speaker in his role as an expert.

“Our networking events are always moderated in a professional way. They not only provide deep discussions on industry-focused and management-related topics but they also contribute to considerably promoting the business-oriented know-how transfer between the participants. Our guests are deeply interested in learning from an extended network and in establishing high-level contacts also outside of their workplace. The international professional council of The Global Executive Network ensures the top quality of all events and dinner speeches“, says Martin Hegi, managing director of The Global Executive Network.

Further information is available at www.theglobalexecutivenetwork.com and <http://www.solyp.com/>.

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The Global Executive Network (G.E.N.) is an organizer of events covering current trends for industry-focused & management-related topics that are of general interest to managers. The Global Executive Network is headquartered in Lagos, Portugal. The company has achieved an excellent reputation in the marketplace as one of the leading event organizers. Each year, more than 9,500 senior management guests from medium-sized companies and large corporations participate in events organized by The Global Executive Network. The international professional council of The Global Executive Network monitors the quality of all events and dinner speeches.

Events are delivered in Portugal, the United Kingdom, Spain, France, Germany, Switzerland, Austria, Belgium, Holland, Luxembourg, Czech Republic, Hungary, Poland, Bulgaria, VAE, South Africa, the US, Canada, South America as well as Asia-Pacific.

Further information:

The Global Executive Network: <http://www.theglobalexecutivenetwork.com>

The Professional Council:

http://www.theglobalexecutivenetwork.com/index_de.php?nav=main&con=prof/council