

# NEWS RELEASE

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## **GEN – The Global Executive Network launches new CXO dinners**

**From October, GEN is rolling out three new executive events – Chief Financial Officer: Strategies 2012, Chief Marketing Officer: Strategies 2012, and Social Web Security – in 40 cities worldwide**

Wilmington, USA, August 22, 2011 – GEN - The Global Executive Network, an international provider of high-quality social networking events, has introduced three new series of Executive Dinners for senior business professionals: Chief Financial Officer: Strategies 2012, Chief Marketing Officer: Strategies 2012, and Social Web Security. For attending executives, the dinners offer an outstanding opportunity to discuss the latest trends in each of these fields as well as effective strategies for overcoming current market challenges. Hosted in first-class locations around the world, these events provide an exclusive and intimate atmosphere in which to share ideas, experiences and best practices with peers. The moderated senior level networking dinners are being held in 40 major cities starting in October.

### **[Chief Financial Officer: Strategies 2012 Executive Dinner](#)**

The focal topics of this event are strategies and trends in 2012 and the expanding role played by CFOs in organizations today. Attending executives can hear from business experts how to enhance the efficiency of this position and how national and international finance initiatives can be streamlined using state-of-the-art tools and technologies.

This set of dinners is of particular interest for chief financial officers as well as heads of finance, internal control, and risk management in large corporations. The event series kicks off on October 17, 2011, in Paris and concludes on December 7, 2011, in Delhi. Further information is available at

[http://www.theglobalexecutivenetwork.com/index\\_us.php?nav=dinner&con=dinner\\_us/cfo](http://www.theglobalexecutivenetwork.com/index_us.php?nav=dinner&con=dinner_us/cfo)

### **Chief Marketing Officer: Strategies 2012 Executive Dinner**

This event's dinner speech offers an overview of CMO trends and strategies for 2012 and explores the correlations between financial results and digital marketing processes. Attendees can discover how leading companies are streamlining and optimizing their national and global marketing initiatives and what tools and technologies they are using to accomplish this.

The first of these networking dinners will be held on October 17, 2011, in Paris, and attendance is highly recommended for chief marketing officers and heads of e-marketing and social media marketing in large corporations. The event series finishes on December 7, 2011, in Delhi. Further information is available at

[http://www.theglobalexecutivenetwork.com/index\\_us.php?nav=dinner&con=dinner\\_us/cmo](http://www.theglobalexecutivenetwork.com/index_us.php?nav=dinner&con=dinner_us/cmo)

### **Social Web Security Executive Dinner**

The subject matter at the center of this set of dinners is how organizations can benefit from social networking without compromising their security. Attendees can discuss the following questions with carefully chosen experts in this field: Are social networks the end of e-mail? Should they be allowed or blocked? What are the risks involved in using social networks? Are technologies available to enable organizations to use social networks securely?

This event series begins on October 24, 2011, in London, and the final dinner will be hosted on December 7, 2011, in Moscow. Its intended audience are chief executive officers, chief compliance officers, chief risk management officers, chief information security officers, chief security officers, chief information officers, chief organization officers and chief operating officers in large corporations. Further information is available at

[http://www.theglobalexecutivenetwork.com/index\\_us.php?nav=dinner&con=dinner\\_us/socialweb](http://www.theglobalexecutivenetwork.com/index_us.php?nav=dinner&con=dinner_us/socialweb)

"Attendees value GEN's Executive Dinners for the careful selection of topics plus the opportunity to extend their business networks. The GEN Professional Council, our international advisory board, is responsible for the outstanding quality of all our events and for ensuring that the topics are relevant to the market," says Martin Hegi, managing director of GEN - The Global Executive Network.

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## **About GEN – The Global Executive Network**

[GEN - The Global Executive Network](#) is an international provider of high-quality Executive Dinners for business professionals, covering current trends for industry-focused and management-related topics. The company is headquartered in Wilmington, DE, in the US and has achieved an excellent reputation as one of the leading global event providers. Each year, more than 10,000 senior management guests from large corporations and medium-sized companies participate in GEN events. More than 1,000 events covering over 50 different subjects are offered every year.

Events are delivered in the US, Canada, South America, Australia, United Kingdom, France, Germany, Spain, Portugal, Switzerland, Austria, Belgium, Holland, Luxembourg, Sweden, Denmark, Norway, Finland, the Czech Republic, Hungary, Poland, Latvia, Lithuania & Estonia, Russia, Bulgaria, China, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, The Philippines, India, Indonesia as well as South Africa, Egypt, Turkey, the United Arab Emirates, Sudan, Algeria, Morocco, Iran, Iraq, Saudi Arabia, Yemen, Syria, Israel, Jordan, Lebanon, the Palestinian Territories, Kuwait, Oman, Qatar and Bahrain.

### **Further information**

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

The Professional Council:

[http://www.theglobalexecutivenetwork.com/index\\_de.php?nav=main&con=prof/council](http://www.theglobalexecutivenetwork.com/index_de.php?nav=main&con=prof/council)