



NEWS RELEASE

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GEN – The Global Executive Network introduces new dinner series: “Strategies for successful corporate transformation”

Events kick off in May and will be held in major cities worldwide

[Wilmington, USA, March 15, 2012] GEN – The Global Executive Network, an international provider of high-quality Executive Dinners, has announced a new event for senior business professionals. Bannered “Strategies for successful corporate transformation,” it offers attending executives an opportunity to discover how leading companies drive enterprise transformation and business innovation and what tools and technologies they are using to accomplish this. Hosted in first-class locations around the world, these moderated senior-level dinners provide an exclusive and intimate atmosphere in which to share ideas, experiences and best practices with peers. The event series begins in May 2012 in several German cities, with numerous other locations worldwide to follow.

Strategies for successful corporate transformation

Change projects face the challenge of balancing business strategy priorities with technical implementation. Successful corporate transformation therefore relies on careful alignment of

business with technology. Setting common objectives and sharing information continuously ensures that business rapidly fulfills its requirements.

At this new GEN Executive Dinner participating executives can learn how successful organizations accomplish their goals and implement change successfully.

Topics discussed at these dinners:

- Strategies that accelerate business decisions
- The potential of comprehensive transformation management
- Harmonizing company strategy and information technology
- Case studies of successful Fortune 500 companies

Attendance at this Executive Dinner is highly recommended for VPs and directors, business decision makers, business process owners and business or chief architects in large corporations. Further information, including details of venues and dates, is available in English and German.

English version:

http://www.theglobalexecutivenetwork.com/index_de.php?nav=dinner&con=unternehmenstrans_en

German version:

http://www.theglobalexecutivenetwork.com/index_de.php?nav=dinner&con=unternehmenstrans_formation

“GEN’s Executive Dinners hold a strong appeal for business leaders because of the carefully chosen content and the chance to extend their business network. The GEN Professional Council, our international advisory board, makes sure that the topics are exceptionally market-relevant and that events meet our high quality standards,” 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, the 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, and 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