

Navigating the FUTURE

SATURDAY 04.04.2020 | 08:30-13:00
Bank of Cyprus Headquarters (Ayia Paraskevi) | Nicosia

Featured Speakers



**MARCEL
CORSTJENS**

Emeritus Professor of Marketing
and the Unilever Chaired Professor
of Marketing, INSEAD

“Retail: The Power
and the Profits”



**RANDALL
PETERSON**

Professor of Organisational Behaviour
and Director of the Leadership Institute,
London Business School

“The Future
of Leadership”



**CATHERINE
MAGELSEN**

Assistant Professor, Strategy
and Entrepreneurship, London
Business School

“How to Manage Strategic
Assets Effectively”



**JONATHAN
HASLAM**

CBE, FRGS, Chairman and CEO,
Haslamedia

“How to Build a Reputation in
Years and Lose it Overnight”

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Partner



Coordinator



Organizer



The Summit

The CIM Summit is a reference point in the fields of Management and Marketing studies in Cyprus and Europe. The CIM Summit is organised on an annual basis and aims to provide the opportunity to Cypriot firms to be informed about the latest developments in the areas of Marketing and Management. World-renowned academics from Europe's leading Business Schools attend and share their knowledge with attendees representing the leading companies of Cyprus and Europe. In 2020, the Summit will mark its 13th anniversary. Over the last 13 years, the CIM Summit has established itself as Cyprus' leading business event.

Objectives

The main objectives of the Summit are to update Cyprus' managers and executives about the latest developments in the fields of Marketing and Management. At the same time, the Summit allows executives to network and talk business. Through the Summit, CIM actively promotes research and offers added value to its students, staff, and alumni, all of whom are encouraged to attend.

The Summit is addressed to:

- Business Executives
- Senior Government Officials
- Marketing Managers
- Human Resource Managers
- Sales Managers
- Production Managers
- Logistics Managers
- Brand Managers
- And any other executive who would like to be informed on the latest trends in Business

Summit Details

- ▶ Saturday, 4th of April 2020,
08:30-13:00,
Bank of Cyprus Headquarters (Ayia Paraskevi), Nicosia

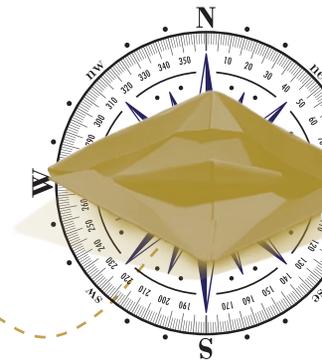
Admission is free / Registration is essential and subject to confirmation
A Certificate of Attendance will be awarded to all participants

Organiser



The Cyprus Institute of Marketing (CIM)

The Cyprus Institute of Marketing (CIM) was founded in September 1978 and operates in Nicosia and Limassol. As the first Business School in Cyprus, its main purpose has always been to fill the gap that exists in Cyprus' tertiary education by offering high-quality education to in-career individuals. When, in 1978, CIM pioneered by offering Management and Marketing Degrees in Cyprus, most companies had not yet recognised the importance of marketing and management in business activity; that corporations have now acknowledged the prominence of the sciences of marketing and of management is a testament to the immense impact CIM has had on business activity in Cyprus. Since then, CIM has expanded into areas beyond Management and Marketing, offering Diplomas and Degrees in Banking, Insurance, Finance, Shipping, European Studies, Financial & Computer Studies and an MBA. Running evening-only classes, CIM combines theory and practice. CIM has won the respect of the Cyprus business world and, with more than 5,000 alumni in Cyprus and abroad, it is the leading Business School in the country.



08:30 – 09:15	Registration
09:15 – 09:20	Introduction by Ms. Melanie Steliou , Coordinator of the Summit
09:20 – 09:30	Opening Ceremony <ul style="list-style-type: none"> • Welcome address by Mr Yangos Hadjiyannis, Deputy Director-General CIM • Welcome address by Kyriacos Apostolides, General Manager, METLIFE Greece & Cyprus • Welcome address by Stephen Lillie, British High Commissioner (TBC)
09:30 – 10:00	 Retail: The Power and the Profits In this presentation I will look at the interaction of retailers and brand-owners in the consumer goods industry: their respective strengths and weaknesses. I will then look into their relative performance over the last 30 years based on standard economic performance indicators: profit margins, return on assets, total shareholder return and their economic value (EVA). Based on this analysis I will draw implications for both type of players going forward. Marcel Corstjens , Emeritus Professor of Marketing and the Unilever Chaired Professor of Marketing, INSEAD
10:00 - 10:30	 The Future of Leadership: Why Effective Teamwork and Collaboration are More Important than Ever Before This presentation will cover three topics. First, why teams and collaboration are the future of business, get this right and your business is ready for the complex and unpredictable future of business. Second, the typical mistakes & challenges experienced when collaborating in the workplace. Third, evidence-based advice for collaborating more effectively. You will walk away with practical steps you can take to lead your business into the future. Randall Peterson , Professor of Organisational Behaviour, London Business School
10:30 -10:45	Q&A Session
10:45 - 11:15	Coffee Break
11:15 - 11:45	 How to Manage Strategic Assets Effectively Understanding how to manage your strategic assets, such as technologies, brands, and other intellectual property, is crucial in today's business environment. Strategic assets account for approximately 60% of value of the average firm today, 80% of the value for the companies in the S&P 500. The purpose of this presentation is to cover key strategies that firms use to manage the creation, maintenance, and exploitation of their strategic assets in an international environment and cutting-edge research on the implications of such strategies. Catherine Magelssen , Assistant Professor of Strategy & Entrepreneurship, London Business School
11:45 - 12:15	 How to Build a Reputation in Years and Lose it Overnight In a world where trust in politicians, institutions and business is in short supply, Jonathan explores the factors involved and the impact for business in terms of the bottom line. He considers also the positive effects of transparency and effective strategic communications for company longevity and sustainable futures for the next generation. Jonathan Haslam , CBE, FRGS, Chairman and CEO, HaslaMedia
12:15- 12:45	Panel Discussion
12:45- 13:00	Closing Ceremony - Inauguration of 2020 Honorary Fellows



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MetLife

MetLife Inc. through its subsidiaries and affiliates, is one of the largest Life Insurance Companies in the world. Founded in 1868, it is a world leader in the provision of Life, Pension, Employee Benefits Programs and Investment Services. MetLife Europe d.a.c. operates in Cyprus since 1955 providing Life Insurance, Savings, Accident and Health Insurance Plans and Employee Benefits Programs. MetLife has been at the forefront of the Cyprus insurance market for a long time, steadily gaining the appreciation and confidence of its Insured individuals and families, for the quality of its insurance business and its essential contribution to the development of Private Insurance in our country.

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Cablenet

Cablenet is the only fully independent and the second-largest telecommunications provider in Cyprus, with a privately-owned network and new generation infrastructure, specialized human resources and an integrated support system. Cablenet, as the fastest network in Cyprus offers packages which include broadband internet access, television, fixed and mobile telephony. Additionally, Cablenet provides corporate customers with customized and complete solutions according to the needs and the size of their company. www.cablenet.com.cy / www.cablenetbusiness.com.cy



GDL Green Energy Group

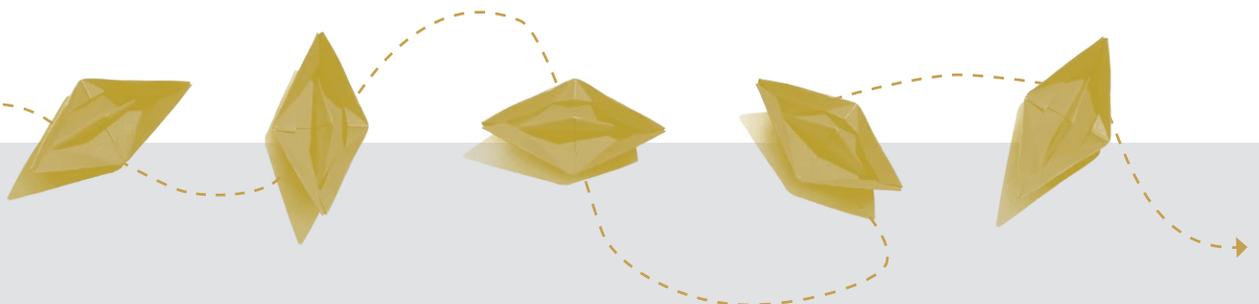
Green Energy Group is a dynamic group of companies operating in the field of "Green Energy" in Cyprus. It consists of specific focused companies under a flexible structure which provide products and services in relation to Renewable Energy and Energy Conservation. With many years of experience and a highly qualified staff, the group offers high efficiency solutions with a range of specialized products and services such as: Photovoltaic Systems, Solar Thermal systems, Heating / Cooling / Ventilation, ESCo Projects and Energy saving studies. Energy & Beyond is a member of Green Energy Group and Electricity Supply Company in Cyprus which is also registered as ESCo – Energy Services Company. Aiming to provide integrated energy-upgrade solutions to industrial clients and large consumers, it additionally offers financing for various projects through the Group's ENERGY FUND.

Coordinator



IMH

IMH is the largest business knowledge and information transfer organisation in Cyprus. Its services include the coordination and running of conferences, seminars and commercial exhibitions, specialist business media publishing and human resources consulting. Every year, IMH organises more than 80 conferences related to every sector of the market, commercial exhibitions and training seminars, and undertakes the entire process of five business award ceremonies. IMH publishes the only dedicated business magazines in Cyprus: the Greek language monthly IN Business and the English-language monthly Gold, which are read by tens of thousands of Cypriot and non-Cypriot professionals, managers and entrepreneurs. It also operates the magazines' accompanying news portals, the IN Business Portal (www.inbusinessnews.com), the GOLD Portal (www.goldnews.com.cy) and the REPORTER (www.reporter.com.cy). IMH also delivers via e-mail the IN Business Daily Newsletter, the GOLD News Daily Newsletter and the REPORTER Newsletter. The IMH Business Development Department bids for tenders published by local public sector bodies, the European Union and other international organisations. Through its activities, IMH gives businesses a chance to develop, to network, to find new clients and business associates, to communicate with new audiences and discover growth opportunities. www.imhbusiness.com



Media Sponsors



IN Business magazine

IN Business magazine has a monthly readership of more than 40,000. It is the only monthly business magazine in Cyprus that provides a comprehensive overview of all segments of the economy, from retail to services, as well as reporting on new deals, presenting new faces and, generally, everything that's happening in the local business sphere. IN Business is a pioneer in local business journalism, thanks to its in-depth analysis and research backed by previously unpublished facts and figures.

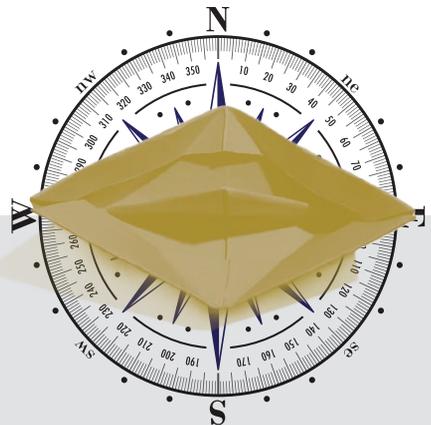
www.inbusinessnews.com



GOLD magazine

GOLD magazine was founded in 2011 as the first English-language business monthly in Cyprus. Today, it is not only synonymous with the promotion of good business practices but it has a unique and valuable readership of High Net Worth Individuals, international company executives, English-speaking Cypriot and non-Cypriot businessmen and women. GOLD provides a comprehensive and informed overview of the local business scene, the economy and the market and has gained a reputation for its in-depth articles and revealing interviews with key local and international personalities.

www.goldnews.com.cy



Speakers Biographies



MARCEL CORSTJENS

Emeritus Professor of Marketing and the Unilever Chaired Professor of Marketing, INSEAD

After his studies in Belgium, Marcel received his PhD from the University of California, Berkeley. His doctoral dissertation won first prize from the American Marketing Association. He taught at Berkeley, University of California, and in 1978 he joined INSEAD. He has been a visiting professor at Cornell and Stanford universities. At INSEAD, Marcel has conducted his research and consulting activities in marketing strategy with a particular focus on innovation, distribution channels and the interaction between distributors and manufacturers. His current research focuses on the relationship between manufacturers and retailers in the fast moving consumer goods (FMCG) industry. Marcel is the author and developer of a number of educational computer-based simulations and decision-making support systems (most recently, Allocator and phValue). His most widely known products are Stratpharm and Elixir simulations for the pharmaceutical industry, accompanied by a book Marketing Strategy in the Pharmaceutical Industry, and Storewars designed for the FMCG industry. Based on Storewars, Marcel and his wife Judith Corstjens co-authored a book Store Wars: The Battle for Mindspace and Shelfspace (J. Wiley & Sons), which analyses and proposes strategies for manufacturers and retailers in the FMCG industry. Marcel is the creator and director of the Storewars programme for senior executives in the consumer goods industries. Marcel has published articles in a number of international academic journals including Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Journal of Business. His research has been featured in the Harvard Business Review, and The Economist. Marcel's consulting activities focus on marketing strategy in the pharmaceutical and FMCG industries.



DR. RANDALL PETERSON

Professor of Organisational Behaviour and Director of the Leadership Institute, London Business School

Professor Randall S Peterson is Academic Director of the Leadership Institute. His current research activities include investigating: leading diverse teams, how CEO personality affects top management team interaction, leadership transitions in organisations, board effectiveness, conflict management in teams, and the effects of member personality on group interaction and performance. As Professor of Organisational Behaviour at London Business School, he teaches Executive Education and MBA programmes on leading teams and organisations, high performance teams, leadership assessment, and interpersonal skill development. Professor Peterson teaches the 'Leadership Week' of the Accelerated Development Programme for transition into general management, as well as leadership on the Senior Executive Programme. He has been invited to teach and consult across the world, for companies such as Alcan, AREVA, Barclays, Braxton, Chevron/Texaco, Deutsche Bank, Emirates Bank, E.ON, IBM, Lufthansa, Nestlé, Price Waterhouse Coopers, and Roche. He has edited the book, Leading and Managing People in Dynamic Organizations. His research has been published in the leading journals in the field, including Academy of Management Annals, Research in Organizational Behavior, Organizational Behavior and Human Decision Processes, Journal of Applied Psychology, Personality and Social Psychology Bulletin, and Journal of Personality and Social Psychology. Professor Peterson holds a PhD in Social Psychology from the University of California, Berkeley. Prior to joining London Business School, he was on the faculty of Northwestern University and Cornell University's SC Johnson Graduate School of Management. He is a former Deputy Dean (Faculty), Subject Area Chair of Organisational Behaviour, Chair of the Ph.D. Programme, and Vice President of the Campaign Committee of London Business School.



DR. CATHERINE MAGELSSSEN

Assistant Professor, Strategy and Entrepreneurship, London Business School

Dr Catherine Magelssen studies multinational firm strategy, with particular interests in intra-firm structure, internal versus external firm contracting relationships, and firm response to environmental shocks. Her current research focuses on how firms develop, organize, and manage their intangible assets and the strategic implications for firm knowledge sharing, innovation, and growth. Dr Magelssen is an Assistant Professor of Strategy and Entrepreneurship at London Business School. Prior to joining academia, she worked as an economic consultant where she managed global transfer pricing projects, advised multinational firms on the structuring of intra-firm relationships, valued intangible assets, and helped firms integrate global operations post-acquisition.



JONATHAN HASLAM

CBE, FRGS, Chairman and CEO, Haslamedia

Jonathan Haslam was formerly Chief Communications Secretary to then Prime Minister John Major and worked in No 10 for over six years. His twenty year Government career included the Department of Trade and Industry, Home Office, and the Department of Education and Employment, where he was David Blunkett's first Director of Communications. He was a member of the Scott Inquiry Unit at the Cabinet Office and was responsible for designing the Government's communications response to the Arms to Iraq inquiry. In the private sector he took the lead role in rebuilding the reputation of the London Metal Exchange following the Hamanaka copper fraud. He led the mission to explain the Jarvis plc turnaround story from near bankruptcy to the debt for equity exchange of 2005. In both companies he was a member of the senior executive leadership team and also attended board meetings. Jonathan and Haslamedia associates Sheree Dodd and Peter Hill have just completed the Aviva reattribution project on behalf of the Office of the Policyholder Advocate. Jonathan also undertook, with Sheree Dodd and Paul Atkinson, reconstruction work in the communications section of the Association of Train Operating Companies. He has wide experience of the private equity/venture capital sector. He is joint managing director of Pitch-Perfect, a presentation and media training business (www.pitch-perfect.com). Jonathan is also a Senior Adviser to Smith Square Partners LLP, the corporate financial advice company (www.smithsquarepartners.com).

Booking Form



CIM SUMMIT 2020

Saturday 04.04.2020 | 08:30-13:00
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PARTICIPANT INFORMATION		
Company / Organization:		
Address:	City:	Postal Code:
Telephone:	Fax:	
E-mail:	Website:	

1 st PARTICIPATION
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BY FILLING OUT THIS FORM YOU AGREE TO OUR TERMS AND CONDITIONS

EVENT PRIVACY NOTICE

1. WHAT IS THE PURPOSE OF THIS DOCUMENT?

IMH CSC Ltd is committed to protecting the privacy and security of your personal information. This privacy notice tells you about the information we collect from you when you register to attend one of our events. In collecting this information, we are acting as a data controller. By law we are required to provide you with information about us, about how and why we use your data and about the rights you have over your data.

2. DATA PROTECTION PRINCIPLES

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

3. THE KIND OF INFORMATION WE HOLD ABOUT YOU

When you register to attend one of our events, we will collect, store, and use the following categories of personal information about you:

- The information you have provided us when completing a booking form or when registering online to attend our events, including organisation, title, first name, last name, job title, telephone number, mobile number, email address, address, city and postal code.
- As there is a participation fee to attend the event we also ask for payment and if you choose credit card as a method of payment we ask for card number, expiry date, cardholder name and signature.

4. HOW IS YOUR PERSONAL INFORMATION COLLECTED?

We collect personal information about you from the following sources:

- You directly.
- Your employer/organisation.
- Other companies wishing to invite you to an event organized by IMH.

5. HOW WE WILL USE INFORMATION ABOUT YOU

We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

- Where we need to perform the contract, we have entered into in order to provide a service to you and your organisation. In other words, we will use your information in order to arrange that you attend our events.
- Where we need to provide you with the information, products and/or services that you request from us.
- Where we need to comply with a legal obligation.
- We may in some circumstances rely on your consent. In those circumstances, we will specifically ask whether you agree to us using your data in specified ways. You can withdraw your consent and ask us to delete your information at any time - please see section 11.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. As you have shown interest in attending our events, we rely on this legal basis to send you information and updates about future events that may be of interest to you. If you DO NOT wish to receive this information, you have the right to object to this by contacting our Data Protection Officer at liana.hadjichristodoulou@imhbusiness.com or by clicking the unsubscribe link at the bottom of our e-mails. Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

6. AUTOMATED DECISION-MAKING

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

7. DATA SHARING

We may share your data with third parties, including the event organisers and third-party service providers where required by law, where it is necessary to administer the working relationship with your business or where we have another legitimate interest in doing so.

We require third parties to respect the security of your data and to treat it in accordance with the law.

8. TRANSFERING INFORMATION OUTSIDE THE EU

We do not transfer your personal data outside the European Economic Area (EEA).

9. DATA SECURITY

We use data processors to help facilitate the organisation of events.

We may sometimes charge a fee to attend an event. If this happens, our communications about the event will provide details of the data processor, we use to collect payments. We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees and agents who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained from our Data Protection Officer. We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

10. DATA RETENTION

We will retain your personal information only for as long as we need it or until you withdraw your consent or you object to processing when exercising your rights in accordance with section 11 below. You can contact our Data Protection Officer at liana.hadjichristodoulou@imhbusiness.com to find out more about our retention times.

11. RIGHTS OF ACCESS, CORRECTION, ERASURE, AND RESTRICTION

Under certain circumstances, by law you have the right to:

- Request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal information to another party.
- Right to withdraw consent of your personal information at any time for processing for any purpose for which you have given consent. If you want to exercise any of the above rights, please contact our Data Protection Officer at liana.hadjichristodoulou@imhbusiness.com.

12. DATA PROTECTION OFFICER

We have appointed a Data Protection Officer to oversee compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact our Data Protection Officer at liana.hadjichristodoulou@imhbusiness.com. You have the right to make a complaint at any time to the Commissioner of Personal Data Office, the Cyprus supervisory authority for data protection issues.