

Future Leaders Forum

Martin Lindstrom

25th of May 2023 – Palazzo Versace Dubai





Why to attend?

On Thursday 25th of May over 500 top CEOs, Business Leaders, Brand Owners and Entrepreneurs are gathering at amazing Palazzo Versace hotel in Dubai to improve, update and develop their skills, understanding and knowledge about business transformation and leadership.

Following the series of leadership events organized by Impacters Global Events with many top and famous speakers including Robin Sharma and Dr. John Maxwell this time Martin Lindstrom the legend of Branding, Marketing and Leadership will be in Dubai live to speak, teach and entertain the transforming leaders.

Over two decades Lindstrom and his team have challenged companies from almost every industry — toys, retail, postal services, shipping, banking, food, beverage, pharma, automobile, and fashion to rediscover their core and transform themselves.

Lindstrom always starts with the customer, but what follows consistently breaks the rules of conventional thinking.

His unusual method proves itself resilient within even the most stubborn organizations.



Lindstrom
COMPANY
BRAND TRANSFORMATION



MARTIN LINDSTROM

Martin Lindstrom is the founder and chairman of Lindstrom Company, the world's leading brand & culture transformation group, operating across five continents and more than 30 countries.

TIME Magazine has named Lindstrom one of the "World's 100 Most Influential People". And for three years running, Thinkers50, the world's premier ranking resource of business icons, has selected Lindstrom to be among the world's top 50 business thinkers. Lindstrom is a high profile speaker and author of 8 New York Times best-selling books, translated into 60 languages.

His book Brand Sense was critically acclaimed by The Wall Street Journal as one of the five best marketing books ever published", Small Data was praised as "Revolutionary" & TIME Magazine wrote this about Buyology: "A Breakthrough in Branding".



Time Magazine's
100 most
influential people
in the world



18th Best
Thinker in the World

What You Will Learn?

In 3 eye-opening presentations, Lindstrom goes underground with his audience. He shares first-hand recordings of disastrous customer interactions and, yes, surprised managers and CEO's who thought everything was perfect.

These 3 highly thought-provoking presentations are packed with videos and case studies, placing a revealing mirror in front of the audience.

Session 1

- ✓ How to reinfuse hope into an organization that began, decades ago, to lose its nerve, nimbleness, and entrepreneurial spirit.
- ✓ How to ensure that great conceptual thinking and big ideas don't drown in politics, bureaucracy, compliance - with a lot of talk but no action.
- ✓ How to balance the short term (going from red to black) and the long term (the big idea) without losing the interest of the board, senior management and investors.

Session 2

- ✓ The optimal, highly cost-effective way to design a unique customer journey.
- ✓ The pitfalls few think about but which, if avoided, can save your organization millions.
- ✓ The small, yet highly strategic, steps you should take first in order to immediately generate results, build momentum, and save money.
- ✓ Best practices from completely unrelated industries and what you should learn from their innovate ways of handling customer experiences.

Session 3

- ✓ What it takes to create a powerful culture, reverse poor staff morale, and attract top talent.
- ✓ About common sense initiatives (low-hanging fruit) that can, within weeks, infuse hope in the organization, boost morale, and improve productivity.
- ✓ The step-by-step roadmap to transform a bureaucratic organization into a powerful culture.
- ✓ The classic pitfalls and misunderstandings that jeopardize 9 out of 10 culture projects and how to systematically avoid them.

Fees:



Platinum (VIP)
4,500 AED

- Front Row Seating
- Buffet Lunch
- Personal Photo with Martin Lindstrom
- Signed Book From Martin Lindstrom
- Public Introduction by the MC
- Private Networking Room



Gold (VIP)
2,700 AED

- Front Section Seating
- Buffet Lunch
- Personal Photo with Martin Lindstrom
- Signed Book From Martin Lindstrom



Silver
1,500 AED

- Attending the Seminar
- Buffet Lunch



“When you surrender to apprehension, or worry, or nerves, you effectively place a filter over your senses and are no longer able to see what’s right in front of you.”

MARTIN LINDSTROM



Impacters Global Events

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