



4t del Fòrum *management*

FUNDE, an association of business women and women professionals and managers is organising the 4th Management Forum on 28th May.

In order to continue to offer the quality of previous years at an event that has become a starting point for knowledge and the best ideas, excellent professionals will share their knowledge with the city of Lleida.

In the current situation, strategic changes are necessary to adapt to a changing environment. Leaders capable of motivating their teams are needed.

Qualities such as leadership, excellence, talent, innovation and humour will help us to get ahead, to achieve our goals and to turn threats into opportunities.

Who it is aimed at

The Forum is aimed at business men and women, professionals with responsibilities in general management or from business consultancy firms; male and female managers from operational areas of companies who want to acquire knowledge and skills related to leadership and strategic management; male and female managers planning to take or taking direct responsibility for making strategic decisions at their companies; business studies or business administration students and the general public.

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Associació d'Empresàries,
Directives i Professionals

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 **Generalitat de Catalunya**
Departament de Treball





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Agenda

Thursday 28th MAY

8:45 ACCREDITATION AND COLLECTION OF DOCUMENTS

9:00 OPENING

9:30 CARMEN GARCIA RIBAS Leadership

10:30 GEMMA CERNUDA Branding

11:30 ALLAN SANTOS Talent

12:30 BRUNCH

1:30 ROSA ESTEVA Innovation

2:30 VIRGINIA IMAZ Humour

Clownclusions with Virginia Imaz from the Oihulari Clown Theatre Group. Three people from the theatre group interact with the audience after each talk to draw humorous conclusions.

Conference led by: Mariví Chacon, presenter of the *Cafeïna* programme on Lleida TV.



4t Fòrum^{del} *management*

Speakers

CARME GARCIA RIBAS

Leadership



Carme García Ribas, a journalist by profession, began working with the idea of female leadership 10 years ago now. She has written many articles on this issue in different communications media and she has published books developing the concept of female leadership including *Tengo miedo*, *El síndrome de Mari Pili* and *Miedo a ser: las imposturas de la feminidad*.

A graduate in communication sciences from the Autonomous University of Barcelona, she began her professional career as a print journalist and later developed her activities on radio and television.

She is now a lecturer in strategic communication at the Higher School of International Trade (ESCI) at the Pompeu Fabra University and director of the postgraduate course in female leadership at the ESCI-UPF. She also carries out teaching activities at the Autonomous University of Barcelona, Deusto University, Bages University Foundation and Bravo Murillo Foundation.

Carme Garcia Ribas is an expert in management training.

GEMMA CERNUDA

Branding



Holder of a Master's Degree in communication from the UB and a diploma from the Columbia Business School in New York. She has created leading market brands, such as La Sirena frozen foods.

Linked to employers' organisations and foundations, she is a company director and columnist on branding and takes part in various discussion programmes. She was the first woman member of several Spanish business organisations, such as the Cecot employers' organisation and the Terrassa Chamber of Commerce, and she is vice-chair of the Advertising Business Association.

A founding partner in Peix & Co, a company creating communication strategies based on quotes from women. With this groundbreaking form of communication, it has positioned itself in the increasingly competitive world of communication.

In 2004 she published *En poques paraules* (Ed. Lumen), the first anthology of quotes about life from female authors throughout the world published in Spain. Her second book of quotes, *24h/7d dona* (Ed. Lumen), came out in 2006.



4t Fòrum^{del} *management*

As an expert in branding, she has developed the innovative brand mapping, with which she offers us new values for analysing traditional brands. She has also created the 10+1 Commandments of feminine communication. Feminine communication is communication based on VALUES. The values we transmit strategically in our marketing, communication and branding actions which lead to innate acceptance by the female target and the feminine side all human beings have. It is inclusive, clear communication, full of empathy and involvement and the importance of GREY.

ALLAN SANTOS

Talent



A practising psychiatrist trained in transactional analysis, gestalt therapy and bio-dance and with extensive studies in Systemic Neuro-Linguistic Programming. With more than 20 years experience in research, development, training and applying NLP in Brazil and European Union countries.

He was personally taught by John Grinder and Richard Bandler (creators of NLP), Steve and Connirae Andreas, Robert Dilts and Todd Epstein (founders of the NLP University), Judith DeLozier, Tim Hallbon, Suzi Smith, Joseph Riggio and Robert McDonald. He is an international NLP master trainer, a master trainer for the Society of Neuro-Linguistic Programming, a qualified health presenter for the NLP University (USA), a health certification training auditor for Western Training Associates (NLP in Utah, USA) and trainer in Design Human Engineering for the Society of NLP & Richard Bandler in Munich (Germany).

He is managing director of SynapsiS and director of Amadeus Talentos (Spain). He is an associate consultant with international consultancies (Dilts Strategy Group, USA; JSRiggio International, USA; IMDE, Switzerland; Alba Consulting, Brazil) and in the countries of the European Union; he is an honorary member of the Spanish NLP Association, he develops annual NLP training and application programmes in various countries and he is involved in training, organisational development and coaching projects for Spanish and multi-national companies of different types and sectors.

ROSA ESTEVA

Innovation



A 68-year-old woman from Barcelona, the cofounder of the Tragaluz group began her professional career in 1986, with her own catering business. At that time, recently separated from her husband and without a real CV as until then she had devoted herself fully to her family — her parents, her husband and her children — she opened the El Mordisco restaurant together with the other partner in the group, her son Tomás Tarruella. This simple, pleasant, cosy restaurant was, however, unique in Barcelona: a meeting point where you could get to know people in well-cared-for surroundings with an excellent menu.



4t Fòrum^{del} *management*

With no other ambition than to fight for a new way of life by taking her restaurant forward, Rosa Maria Esteva began to become a successful business woman. Guided by her impulses and creativity and basing her decisions on coherence, Rosa Maria followed her adventure alongside Tomás Tarruella, and other projects came along. From the beginning, dedication to her work has been a fundamental part of her life and this has been closely linked to her challenges and experiences of the last 23 years, a period in which she has managed to form a catering group of 13 restaurants and a hotel, also providing jobs for more than 600 people. Rosa Maria's strong character has also marked the development of the Tragaluz group: she is a combative, perfectionist, imaginative and consistent woman. As a tireless business woman she is nothing like the stereotypes and bases herself on imagination and excitement before translating her thoughts and ideas into reality.

Rosa Maria Esteva has recently received the IWEC International Women Entrepreneurial Challenge Prize 2009, awarded jointly by the Chambers of Commerce of Barcelona, New York and India. This award recognised women entrepreneurs who have contributed to consolidating a global market.

VIRGINIA IMAZ

Humour



Professional clown since 1996. Founder of the recognised theatre company and international school Oihulari Clown. With more than 25 years as a clown and more than 20 as a teacher giving clowning classes in her own Oihulari Clown school. In Spain, she is known for having imported the invention of the masters from Bataclown, a French company based in the south of the country which developed the clownanalyse technique. At her company they call this invention Clownclusions and they have had the trademark registered.

She was born in San Sebastián (Guipuzkoa) in 1962. A trainer of adults, writer, storyteller and clown. From June 1998 to December 2000 she worked in Canada and in the US on the show *La Noubá* by the prestigious Cirque Du Soleil. She has directed more than 40 clown theatre shows for her own company and others. She is currently performing as a clown in the shows *Model Clowntrapublicitària* (more than 1000 performances), *Molèsties clownicas* and *Divines i encantades*. She is a storyteller for all ages. Alongside José Carmelo Muñoz, she runs clown workshops for people seeking their own routes to humour. As a *clownclusionist* she is taking part in congresses, talks, round tables, debates, seminars, etc... She is involved in creating two new productions for the Oihulari Clown theatre group: *Escac* (script and directing) and *De pel·lícula* (clown, script and directing).



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Registration

GENERAL INFORMATION

DATE: Thursday 28th MAY
PLACE: UNIVERSITY OF LLEIDA. CAPPONT CAMPUS.
CULTURES CENTRE AUDITORIUM.
LIMITED CAPACITY.

Registration is free. It does not include brunch.
BRUNCH costs €25.

A payment must be made into the account 2100-0512-00-0200163141 and the receipt must be faxed to 973 224 162 before Tuesday 26th May.

Name: _____

ID Card N°: _____

Company name: _____

Telephone: _____

Address: _____

Town/City: _____

Postcode: _____

Province: _____

E-mail: _____

Website: _____

How did you find out about it? _____

Will you be attending the BRUNCH?

Yes _____

No _____



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Talks

Leadership

CARME GARCIA RIBAS

Leadership means generating confidence. Leaders are people — men and women — capable of identifying fear and managing it. Leaders are people who, in their communication, transmit confidence, generate credibility and bring out certainty in the midst of uncertainty. The identification of fear and the different ways of dealing with it allow us to differentiate various types of leadership depending on mental and cultural models of belonging. For this reason, a talk corresponding to the title Leadership is an intercultural enterprise. The leaders of the present and future will have to create emotionally sustainable organisations. The capacity to manage the emotional assets of organisations is a key competence of leadership today.

Branding

GEMMA CERNUDA

Brandmapping: where is my brand?

How do we show ourselves to different audiences and how do they see us? This is the question Gemma Cernuda asks about brands. And, to answer herself, she has drawn up an ambitious and exhaustive study over five years which takes the form of a map locating the different types of existing brands. She suggests we navigate this planetary space to find out where our brand is, among 53 visions, paths and readings.

Talent

ALLAN SANTOS

Flowing through transitions

Changes and transitions are facts of life. They are both the source and the goal of all interactions within a living system. Change is the basis of both growth and destruction. So, change can be a problem or a solution depending on the impact it has on the system. Emotional adaptation and evolution are the result of the balance between change and stability. This programme will present strategies and skills for carrying out all kinds of changes and transitions in life. The participants will have the chance to develop wisdom and internal resources in order to change anything that can be changed and to accept things that are outside their control.

Innovation

ROSA ESTEVA

Innovation. Surprise, commitment and risk — key words for the Tragaluz group. We need to innovate in processes, ideas and business in order to be competitive. We have been able to create a new concept in restaurants in which our customers, as well as enjoying excellent food, can relate to one another in a select, well-cared-for environment.

Humour

VIRGINIA IMAZ

When humour becomes a business, an industry of talent

I'm a clown. I've made playing the fool my business. I understand humour as a predisposition of the spirit which can cure and restore; a vital way of discharging everyday pressures and expectations, putting things in their place and giving ourselves the pleasure of experiencing the here and now. Humour can bring us the very important message of the arbitrariness, precariousness and absurdity of life and, at the same time and on the other hand, the certainty that we are here, despite everything, destined to live and to be. Humour can allow us to see things clearly, recognising how little we know, how fallible we are and how far we still are from perfection.

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