


Pioneering top-management workshops in 1996
 Cecilia Nordenkull-Jorgensen, co-founder and managing director

IT AND LEADERSHIP

A ONE-DAY WORKSHOP FOR A MANAGEMENT TEAM -
 POSSIBLY IN CONJUNCTION WITH A BUSINESS MEETING




BRUSSELS COUNTRY-SIDE (LASNE)

Organized by IT Finance, the workshop is designed for a senior management team, including a group of board members, needing a "gentle brainwash" on the tools and applications of the Internet and wanting to enhance its leadership and communications capabilities to be effective in the Information Society

IT FINANCE RESEARCH AND TRAINING CENTRE
www.itfinance.com

INVESTOR RESOURCES ON THE INTERNET

One-Day Workshop in Lasne



WHO SHOULD ATTEND ?

Organized by IT Finance, the workshop is designed for a small group of investment bankers, brokers, lawyers, consultants, and other senior professionals who need to be updated on the development of investor resources and financial services on the Internet and related regulatory and legal issues.

IT FINANCE RESEARCH AND TRAINING CENTRE
 32 Rue Haute B-1380 Lasne Belgium Tel. +32 2 633 3840 Fax +32 2 633 4445


IT and Leadership

AGENDA

- Brief overview of the Internet: history, structure, operators, protocols, security, and future outlook; technology including intranet and extranet, business strategy applications in various industries including on-line trading of shares; and developments in the public sector.
- Hands-on work by each participant on a portable multimedia PC to test Internet communications tools such as information search engines on the World Wide Web, Web site analysis, e-mail, i-phone, on-line conferencing, and video (no prior computer skills are required for this workshop).
- Discussion of managerial and other issues related to the evolving Information Society: external and internal communications; organizational efficiency; information overload and management burn-out; the generation gap; cultural diversity; creativity and the arts; and a new leadership role of senior management, the board included.
- What to do Monday morning: recapitulation of ideas developed during the workshop, and a checklist of steps to be taken to use actively the new IT tools and leadership approaches.


MEETING

In connection with the workshop, the participants may wish to take the opportunity to hold a business meeting at IT Finance on the same or following day. Infrastructure support is available in a creative and confidential environment.



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FACULTY




Cecilia Jorgensen, who plays the piano, and Kerstin Thurlin, a senior advisor to "Stockholm: Cultural Capital of Europe 1998", both believe that culture enhances the capacity of the brain - much needed in an Information Age economy.

Kerstin Thurlin is managing director of her own consulting firm, advising on leadership and business development. She is a former senior vice-president for corporate communications, Investor AB (the Wallenberg holding company).

Workshops and private lessons at IT Finance are normally conducted in English, but questions/answers related to each agenda item can also be handled in French, Dutch and Swedish.

LOCATION



Workshops and private lessons are held at the IT Finance Research and Training Centre for Senior Management. The Centre is situated in a large country house in the quiet hamlet Beaumont, Lasne, near Brussels (about 30 minutes from the airport where participants can be met by IT Finance staff).

A number of outstanding restaurants and hotels, as well as the Royal Waterloo Golf Club, are located in this historic area where Napoleon met his destiny in 1815.

The rooms of the IT Finance Centre are decorated with old wooden beams and contemporary art. A newly built conference wing provides a functional and attractive framework for workshops and business meetings. Lunch is served in a dining room with a fireplace and a large terrace.

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FACILITIES

Each participant is equipped with a portable multimedia PC connected on a LAN system to the Internet through high-speed ISDN lines. The ten PCs are configured with Windows 95, Pentium processor and CD-ROM.

Participants with few or no particular computer skills learn quickly to use such a PC and the Internet.

A special projector connected to the speaker's control panel displays computer TV and video images to facilitate the learning process. Additional equipment includes an e-mail/fax connection, an electronic scanner, a digital camera, colour printers, and software for PowerPoint presentations and the design and launch of Web Sites. A non-smoking policy applies throughout the programme.

FEES

The standard fee is BEF 36,000 per participant - including documentation and lunch. However, a proposal can be made for special arrangements.

OTHER PROGRAMMES

Two other programmes are currently available at the IT Finance Research and Training Centre:

- Getting started on PC/Internet - a programme of three half-day private sessions for a chief executive officer or another senior executive.
- Investor Resources on the Internet - a one-day workshop for a small group of investment bankers, brokers, lawyers and/or consultants.

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jorgensen@itfinance.com <http://www.itfinance.com>
 IT Finance: a bridge for the empowerment of senior management
 (Photo by Inga Astrup, Denmark)