



# LEADERSHIP FORUM 2007

The challenge of change for leaders in 21st Century Ireland



event management  
international

Four Seasons Hotel, Ballsbridge, Dublin 4  
Wednesday 31st January 2007



- 08.45 – 08.50 **OPENING ADDRESS**  
**Eamon O'Brien – Chairman, Event Management International**
- 08.50 – 09.40 **LEADERSHIP IN 21st CENTURY IRELAND – A MINDSET OR A SKILLSET?**  
A leader's role is to keep the best workers committed, the best customers loyal and the shareholders content. What are the qualities, behaviours and skills required of leaders today? This session explores what leadership is, how to lead people and grow business.  
**Ruth Benson - Mindset**
- 09.40 – 11.00 **IRELAND IN A WORLD OF CHANGE.....**  
This session focuses on practical examples of change in the Ireland of today and the leadership required to make it happen. It will focus on the successes and failures that these leaders have experienced.  
**DISCUSSION PANEL:**  
Facilitated by **Karen Coleman - Journalist & Broadcaster, NewsTalk 106**  
• **Brody Sweeney – CEO, O'Brien's Irish Sandwich Bars**  
• **Gary Stokes - Director of Organisational Change & COO (RFSI), Bank of Ireland**  
• **Oliver Tattan - CEO, VIVAS Health**  
Q&A
- 11.00 – 11.20 **COFFEE**
- 11.20 – 12.05 **RECRUITMENT AND RETENTION STRATEGIES THAT WORK**  
This session outlines vital strategies to find and keep key employees and match the person with the organizational culture to ensure that they will want to stay. Including solutions you can implement, this session outlines some critical leadership skills to reduce employee turnover, etc  
**Matt Kavanagh – Managing Director, Advanced People Solutions**
- 12.05 – 13.00 **THE HERO'S JOURNEY**  
This fascinating talk challenges you to break boundaries, push limits and expand horizons while going on the leadership adventure.  
**Cilian Fennell - Stillwater Communications**
- 13.00 – 13.50 **LUNCH**
- 13.50 – 14.05 **THE MINDSET OF A WINNING CULTURE**  
**Ruth Benson - Mindset**
- 14.05 – 15.15 **TEAM DEVELOPMENT & LEADERSHIP – the ways of winners**  
This session, which recognises the synergy between business and sport, explores what motivates people, the strategies that develop best effort and commitment from team players and the qualities of leaders that make all that possible.  
**DISCUSSION PANEL:**  
Facilitated by **George Hook - Broadcaster, NewsTalk 106**  
• **Dr Declan Aherne (University of Limerick), Consultant Sports Psychologist**  
• **Sean Kelly - former GAA President**  
• **A.N. other - to be confirmed**  
Q & A
- 15.15– 15.35 **COFFEE**
- 15.35 – 16.25 **GAINING WORKFORCE COMMITMENT DURING ORGANISATIONAL CHANGE**  
This session explores the relationship between leadership and workforce commitment and outlines some of the approaches that can be used to improve organisational productivity during times of change through employee loyalty and commitment.  
**Ruth Benson - Mindset**
- 16.25 – 16.30 **CLOSING ADDRESS**  
**Eamon O'Brien - Event Management International**

**NETWORKING DRINKS RECEPTION**

# SPEAKER PROFILES:



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**Ruth Benson** is a founding partner of Mindset (UK) Ltd, specialising in culture change management, leadership development, coaching and team building. She is an experienced and versatile consultant who has been designing, leading and facilitating training programmes and experiential workshops in the field of personal and organisational development since 1990, with particular emphasis on people and behavioural issues. Prior to establishing Mindset, Ruth gained her extensive knowledge of management psychology, attitudes and techniques as an independent development consultant and as an executive coach.



**Oliver Tattan's** career includes periods as CEO of VHI and the Irish Trade Board, as well as entrepreneurial technology ventures at home and abroad. A chemical engineer, he'd worked in gold mines in Africa; ran a pewter crafts and precious stones business in Brazil; and had been general manager of a firm in Frankfurt. Inspired by the underdeveloped nature of private healthcare in Ireland compared to Europe and the US, he founded VIVAS Insurance Ltd in 2004 as a vehicle to redress this problem. As CEO and Board Member, Oliver is responsible for driving the organisational strategy.



**Gary Stokes** is Director of Organisational Change and Chief Operating Officer in Bank of Ireland's Retail Financial Services Division in Ireland (RFSI) with responsibilities including strategic change management and strategy execution as well as productivity and efficiency programmes and process and distribution modelling. He also has responsibility for the delivery of Compliance, Finance and Human Resources to RFSI businesses. Gary is Chairman of First Rate Enterprises Ltd (FRE), a wholly owned subsidiary of the Bank of Ireland Group with global operations.



**Sean Kelly** was elected president elect of the Gaelic Athletic Association in 2002 and the amendment to rule 42 governing the use of Croke Park dominated his term as President. At a recent special merit award presentation, An Taoiseach, Bertie Ahern paid this tribute: "Seán steered the GAA over the last few years through a time of significant change and opportunity ..... that has been the huge strength of Seán Kelly's leadership ..... Seán has been an agent of change for the GAA, a leader who with determination, assurance and focus has led the Association to a new and exciting place ....."



**Matt Kavanagh** is a Human Resources Consultant and an Executive Coach. He has extensive experience in the development and implementation of selection and retention strategies and has worked with a wide variety of organisations in the financial services, technology, state and voluntary sectors. He is Managing Director of Advanced People Solutions, based in Stillorgan Co. Dublin. He is a part-time lecturer, on Director Selection, at the IOD Centre for Corporate Governance at UCD and is a Council Member of the Marketing Institute of Ireland.



**Karen Coleman** is an award-winning journalist, current affairs commentator & one of Ireland's top broadcasters who hosts the 3-times award-winning international affairs radio programme – The Wide Angle on Newstalk106 - providing a dynamic analysis of Irish and foreign stories. Over nine years with the BBC (Belfast, Glasgow, the Balkans, and London) she spent two years reporting from Bosnia and charted the Kosovo war outbreak.



**Cilian Fennell** heads up Stillwater Communications specializing in Media and Presentation coaching and message development and delivery. He was RTE's Late Late Show producer for many years before moving to the Eamon Dunphy show on TV3. As a television and film producer, he is probably most famously known for producing the show 'Rip Off Republic' (yes, the one with Eddie Hobbs). With a unique perspective on life, Cilian relates more about a person, a team or a company through stories than through facts and will show you how and why that works.



**George Hook's** book "In Time Added On" tells a surprising, shocking story of his complicated childhood in a poor area of Cork city, his disastrous business career that led to financial and marital ruin which brought him to the brink of suicide, and his salvation in rugby. A reluctant businessman, he embarked on a media career in his fifties and saved his marriage. His great love of rugby led him to become an analyst of the game in the Sunday Independent and on RTE, and he emerged as a controversial pundit and one of Ireland's leading broadcasters (with his drive-time news show on Newstalk 106).



**Dr. Declan Aherne**, Consultant Sports Psychologist, played rugby for Munster in the 1980's, before going on to qualify as a Clinical Psychologist and has further specialised over the past ten years in Sports Psychology. Declan has worked with a wide range of very successful elite athletes and teams in rugby, athletics, basketball, gaelic football and golf. He is Head of Counselling at University of Limerick and also runs a very busy private practice in the Mid-West.



**Brody Sweeney** has a very down to earth style of delivery that appeals to audiences as he relays his own very personal story on how he built O'Brien Sandwich Bars. He talks common sense which is of practical use and leaves the audience inspired. Brody Sweeney is the founder of the award winning O'Brien's Irish Sandwich Bars and is famous for turning the Irish 'sanger' into an international brand - O'Brien's Irish Sandwich Bar. The Company specialises in made to order sandwiches and Gourmet Coffee, in a contemporary Irish setting, and has become one of Ireland's most visible and successful export brands.

## The challenge of change for leaders in 21st Century Ireland

One of a leader's most important assets is the ability to sense changes in the environment and adapt to them quickly. In a complex business climate, leaders need to make informed decisions and learn how to think ahead. This one day conference will explore the culture that leaders need to create in order to lead from the front, drive change (hire the best and retain them) and achieve sustainable success.

At the Leadership Forum 2006, leaders from the corporate and sporting communities join forces to share their experiences with an audience of current and prospective business leaders.....

### Who should attend?

Managing directors, CEOs, senior and junior management personnel, HR managers, team leaders, leaders of the future, etc will benefit from this practical one day event which aims to provide current and future leaders with the tools needed to achieve future success.

You will meet with like-minded individuals from participating organisations ranging from large international to midsize to emerging companies across a variety of industries including financial services, legal, banking, insurance, etc, etc. To build greater learning and team spirit within your organization, we recommend you have multiple participants attending.

## REGISTRATION

Book online at <https://www.eventznet.ie/emi> to arrange payment by credit card, raise a proforma invoice for cheque payment, etc.

For queries and assistance on the programme or registration, please call / e-mail +353 1 716 3668

[magdalena.borkowska@eventmanagementinternational.ie](mailto:magdalena.borkowska@eventmanagementinternational.ie)

Full Delegate Rate € 495+ VAT  
Register four delegates and get the fifth FREE

**NOTE: Fee includes all meals and drinks reception. Refunds received in writing BEFORE January 15th 2007 are subject to a deduction of 40% administration processing. NO refunds are available after January 15th. EMI reserves the right to substitute other appropriate speakers in the event of last minute unavailability of the above listed speakers.**

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