

CORPORATE CONFERENCES

Sharing expertise.  
With passion.



MANAGEMENT SCHOOL ST.GALLEN ■  
CORPORATE PROGRAMS

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GALLEN  
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## The stage is set for your business event

Do you want to transform your business event into an inspiring platform for knowledge and dialogue? We can help you put your key messages into the right format for attendees, thereby creating an intelligent link between knowledge management and relationship management.

Whether business trends or practice-based benchmarks: our network gives you access to those topics and personalities that add optimum value to your event in terms of experience and knowledge. Keynote speech, impulse workshop, or large-scale conference with several hundred participants? The ideas are endless, and together we can make your event a success.

### Personal Consultation

Do you have questions about our Corporate Conferences? Mac J. Rohrbach would be delighted to consult with you or make you a customized offer.

m.rohrbach@mssg.ch

Phone +41 (0)71 222 51 53



## Corporate Conferences, Keynotes and Impulse Events

### Large group events, symposia for leaders and conferences

Are you seeking competent mentoring for your next large group event, leadership kick-off session or client conference? We will help you simultaneously include and activate people, regardless of the group size, while tapping their collective knowledge. Whether for a staff or ten or 10,000, we will provide an unforgettable communal experience that fits the occasion.

### Interactive Conference Formats, Dialogue and Digital Networking

Insights and ideas are born when people work together on questions relating to the future. With technological support, tools and interactive conference formats, we are able to make dialogue, collective feedback, knowledge stimulus and the inclusion of diverse perspectives happen in real-time for our participants.

### Keynote Speeches

A good speech conveys knowledge that sticks. Gain maximum inspiration in minimal time. Whether you want an extra for a workshop, a presentation on trends for your client event, an after-dinner speech or a topic-specific contribution to a trade conference – our keynote speeches are delivered by experts from research and business practice and provide an informative and stimulating highlight with a lasting impact.

### St.Gallen's Impulse Days as a Corporate Program

Enrich your existing skills with new expertise. Our impulse programs are topic-specific, short events at which pioneers from research and business deliver sustainable training on those developments that are vital for your business and help you gain new perspectives. Combine St.Gallen's tried and tested expertise with the advantages of client-specific training for your business.

### Special Occasions and Locations

For your special events, would you like to enjoy the peaceful atmosphere of a cloister, provide your management crew with a team experience on board a sailing boat or host an outdoor training event in the Swiss Alps? Or break with convention and let your mind run free in the Innovation Lab? Or combine knowledge transfer with a learning journey, in a buzzing metropolis? Together we can find the perfect location for your event.



# Corporate Conferences

## Content-based impulse sessions or complete event?

You decide on the range of our services you require for your business event. We can coordinate the entire event or contribute to an existing concept, as required.

### Inspire your audience

Impulse events, keynotes and dramatization for business events and symposia

#### Keynotes, inspiration and facilitation

Benefit from our expertise and enrich your conference with individually designed content that is aligned to your own objectives. You may select your impulse events from a wide spectrum of current trends and topics. Through our network of experts, we have a top-class pool of excellent keynote speakers, experienced facilitators and business experts at our disposal. We would be delighted to provide a suitable personality for your speech or podium discussion.

#### Your storyline: a successful drama event

Integrating the overall context in which a company operates into management symposia and conferences is key to their long-term success. If desired, we can develop a dramatization with you for your event that synchronizes perfectly with your goals and embeds core messages and findings in your company strategy and culture. We will help you to develop stories that stick in people's minds in picture-form, and to give delegates the feeling of being part of something bigger.

### Ready to connect

Interactive conference formats for networking and dialogue between attendees

#### Up-to-date formats for dialogue and networking

New knowledge and ideas are usually born when people work together on questions relating to the future. Our interactive conference formats enable participants to disseminate knowledge themselves and simultaneously incorporate the diverse perspectives of others. Action and interaction bring topics to life, stimulate energy potential amongst participants and create new pathways to dialogue.

#### A selection of our conference formats:

- open space conferences
- round tables, panel discussions and panels of experts
- presentation forums, staged in parallel
- world cafe/topic cafe
- fishbowl discussions
- BarCamp presentations
- market places and moderated work stations
- visual support through graphic recording

How do you want to enrich your attendees? Together we can find the formats that suit you best and ensure their successful implementation.

### The Power of Us

Innovative technologies for using combined expertise

#### The power of networking

Take advantage of KI technology: our networked technologies allow you to interact with the audience in a direct and dynamic way, regardless whether it numbers ten or 10,000 people. A group of people commands far greater expertise, finds better solutions and works more efficiently than an individual operating alone. Use the combined power of collective intelligence at your company occasions and events.

#### The power of ideas

By implementing intelligently networked technology, we enable you to communicate with participants in real time. Use their combined knowledge to solve problem tasks and brainstorm creatively. In addition, receive immediate and collective feedback, from quick votes to opinion polls, that serves as a basis for discussion.

#### The power of experience

Knowledge is best internalized when it is experienced at first hand. Interactive, positive group experiences consolidate acquired knowledge and lodge it in the long-term memory. Going on an interactive journey together is a playful way in which your delegates establish a shared commitment.

### Spread Your Message

Newsroom concepts, social media channels and real-time reporting

#### Multimedia formats and social media channels

Increasingly, events prioritize the immediate dissemination of content and topics, as well as knowledge transfer. Drawing on the concept of the media newsroom, we can introduce professional, editorial communication into the world of your events. Whether "newsroom", "interactive website" or "social wall": from conception to implementation, we generate all content and oversee all communication channels.

#### Real-time reporting and journalistic contributions

We deliver comprehensive, real-time media coverage, tailored to each event. We put together emotional and custom-fit content in real time from videos, livestreams, interviews, photo galleries and journalistic texts. If desired, we can support you before and during events by compiling professionally written editorials by experienced journalists.

#### Experiential value of multimedia and authenticity

Whether video, promotional movie or photo gallery, we can edit the pictures from your events to produce authentic, exciting stories that are real, emotional and highly memorable. This ensures that you retain long-term memories of the event.



# Keynote Speeches

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Which topic lies at the top of your agenda? You can select your keynote speech from a wide range of topics and a pool of top-class speakers. This ensures that the duration and content can be individually adapted to the demands of your target audience.

## St.Gallen's expertise in compact form – examples of leadership impulses

### Effective leaders

Leadership & Management

### Mindful Leadership

Mindfulness and leadership

### Resilience

Personal and corporate resilience as a key to leadership

### Blue Ocean Leadership

Shaping the focus of tomorrow's leadership in the here and now

### The Spirit of Harmony

Orchestral leadership and management

### Elevator Pitch

The great art of brevity – convincing in a matter of seconds

### Storytelling

Convincing through stories

### Lead Positive!

How do you put "positive leadership" into practice?

### Leading Leaders

Management culture in new constellations

## Examples of trend and management impulses

### Examples of digitalization impulses

#### New Work

The future work environment

#### Digital Leadership

Leading in times of digital change

#### Lean Startup

Learning from innovators and business founders

#### Digitalization of Business Models

Leading business transformation

#### Corporate Influencer

Staff as ambassadors for their company

#### Networking in digital times

Creating and using networks and contacts

#### New Marketing

Social media, digital communication & digital networking

#### Social Innovation

Ecosystems for new business models

#### Digital countertrends

Trends and countertrends in digitalization

### Examples of management and innovation impulses

#### Business one, two, three, four, zero?

Ready for business transformation?

#### Design Thinking

Innovation methods for the future

#### Lateral Thinking Session

Shake up old ways of thinking, remove your blinkers and abandon well-trodden paths

#### Agility & Dynamism

Use agile methods to inspire innovation

#### The Company in Times of Change

Holacracy and co.

#### Culture of the Future

Culture, leadership, digitalization

#### Innovation Journey

Your business reflected in trends, innovation and new rules of play

#### Networked Thinking

Dealing effectively with complexity

# St Gallen's Impulse Days as a Corporate Program

## Your return on St Gallen education

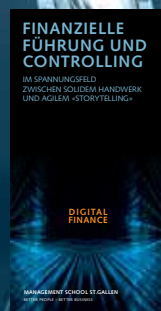
- only learn from the best
- stay ahead of events
- accelerate the future



**Strategy Update**  
Concepts and instruments for a future-shaping strategy process  
[www.mssg.ch/strategyupdate](http://www.mssg.ch/strategyupdate)



**Managerial Effectiveness**  
Tools by St.Gallen to increase your effectiveness  
[www.mssg.ch/erfolgreichmanagen](http://www.mssg.ch/erfolgreichmanagen)



**Leading Finance and Control into the Future**  
Fiscal management amidst conflicting fields of digitalization and market orientation  
[www.mssg.ch/new-finance](http://www.mssg.ch/new-finance)



**Blue Ocean Leadership**  
For more clarity and drive in day-to-day  
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**Change Day**  
How to conquer the world of VUCA  
[www.mssg.ch/changeday](http://www.mssg.ch/changeday)



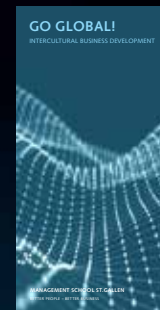
**Strengthen your strengths – Develop your potential**  
Develop your talents and foster your potential  
[www.mssg.ch/staerkenorientierung](http://www.mssg.ch/staerkenorientierung)



**Culture, Leadership, Digitalization**  
Establishing and embedding future-oriented culture  
[www.mssg.ch/zukunftskultur](http://www.mssg.ch/zukunftskultur)



**Purpose-driven Company**  
Make way for the company of the future  
[www.mssg.ch/zukunftsorganisation](http://www.mssg.ch/zukunftsorganisation)



**Go Global! Intercultural Business Development**  
Strategy check for your internationalization process  
[www.mssg.ch/internationalisierung](http://www.mssg.ch/internationalisierung)



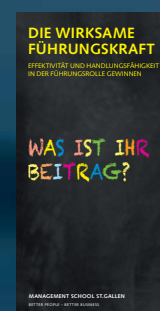
**Deciding for Decision-Makers**  
St.Gallen's problem-solving methodology  
[www.mssg.ch/entscheidungs-methodik](http://www.mssg.ch/entscheidungs-methodik)



**Leading Leaders**  
Pathways to good leadership culture  
[www.mssg.ch/leadingleaders](http://www.mssg.ch/leadingleaders)



**Leading People – Leading Emotions**  
Emotion management as key competence for self- and team-coaching  
[www.mssg.ch/leadingemotions](http://www.mssg.ch/leadingemotions)



**The Effective Leader**  
The ability to be and act effectively in a management role  
[www.mssg.ch/fuehrungskraft](http://www.mssg.ch/fuehrungskraft)



**Storytelling**  
Using storytelling to convince  
[www.mssg.ch/storytelling](http://www.mssg.ch/storytelling)



**Resilience**  
Emerging strengthened from crises and change  
[www.mssg.ch/resilienz](http://www.mssg.ch/resilienz)



**Self-Leadership**  
Reacting calmly, expediently, confidently  
[www.mssg.ch/self-leadership](http://www.mssg.ch/self-leadership)



**Elevator Pitch**  
Fewer words, more impact  
[www.mssg.ch/elevatorpitch](http://www.mssg.ch/elevatorpitch)

## St.Gallen's Impulse Days as Corporate Program

Align our impulse days to your company's competence requirements and book St.Gallen's impulse days as a company-specific event. Book a complete package which comprises the following services: collaborating with the lecturer on the program design, preparation and follow-up for the event, whole-day implementation and facilitation of the impulse day for up to 10 people.

Guide prices for your in-house St.Gallen impulse workshop

### Variation 1

#### Tried and tested standard program

Our well-established program for businesses requiring wide range of content and limited customization.  
CHF 5,500 | EUR 4,900

### Variation 2

#### Customized Program

Program tailored to requirements for businesses with particular needs in terms of topics and target groups.  
CHF 6,500 | EUR 6,000

## The stage is set for exclusive insights

Our Corporate Conferences convey up-to-date knowledge, precisely tailored to the event and audience.



### PORTFOLIO OF SERVICES IN CORPORATE PROGRAMS

Five routes, one goal – namely, your success. Better knowledge and skills are the raw materials of the future. But every company requires different competences. For this reason, we align our Corporate Programs precisely to your business and your strategy. What can St.Gallen do for you? Select your appropriate in-house training program from our five competence areas:

#### In-house Seminars and Training Sessions

For your company training, do you want to avoid standard solutions in favor of practice-oriented programs and teaching modules, whose content, format and methods reconcile business targets and personal goals? St.Gallen has the answer.



#### Leadership Development

Which new skills do your managers and staff need to enhance? Recognizing and fostering potential is a pre-requisite for the ideal development of a business and its people. Our St.Gallen Leadership Development Programs provide a reliable and practical foundation on which to do so.



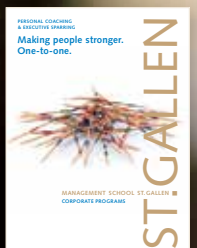
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#### Personal Coaching & Executive Sparring

Do you want to raise the bar when it comes to your employees' strengths? Whether mentoring individual managers or entire teams: our internationally experienced coaches act as sparring partners and are committed to pointing your business and staff in a clear direction – one which is of maximum benefit to everybody.



#### Keynotes & Impulse Events

Enhance your expertise with new and stimulating ideas. In our short events, experts from research and business offer you a long-term understanding of significant developments, thereby helping you to recognize new perspectives. Whether for an hour or a whole day, whether a keynote speech or an interactive workshop: our impulse events are a sustainable highlight and offer genuine opportunities for dialogue and networking with like-minded colleagues.



**How may we add more value  
to your conferences?**

**MANAGEMENT SCHOOL ST.GALLEN**

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