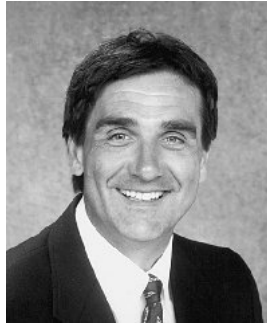


Knowledge is Power

~ Executive Briefing ~



with Keynote Speaker Dr. Ken Sylvester

Join your peers at a special CXO-level forum led by Dr. Ken Sylvester,
noted Negotiator, Writer and Consultant

If you are an executive from a company that values the power of Knowledge and would like to turn information into impact then I strongly recommend that you invest 2 hours of your time and enjoy a wonderful afternoon at the Knowledge is Power Executive Briefing.

During the briefing, you will see how successful companies are creating an organization structure that leverages knowledge while maintaining complete alignment with their top strategic initiatives. Utilizing information to acquire knowledge is a requirement to succeed in a fast-changing, highly competitive marketplace.

Join accomplished negotiator, **Dr. Kenneth Sylvester, Organization Strategies Institute**, as he shares his thoughts as to why negotiation is not a convenient art, but rather a corporate survival skill. He will discuss how leaders and managers can use negotiation skills to resolve organizational conflict and to assist in the process of making intelligent, proactive decisions. He will provide valuable insight into the ways top negotiators manage information to maintain control of a sales process and provide favorable outcomes for both parties.

In addition to Dr. Sylvester, senior level leaders from successful consulting firms will be available to share their thoughts as to how they have helped organizations utilize information to understand the past, control the present and change the future.

Who should attend?

Senior business and technology leaders, interested in learning about how and why change so often happens as quickly and as unexpectedly as it does...and how to drive an epidemic of productivity in your organization.

Agenda/Location:

National Press Club ~ Washington, DC ~ www.press.org
3:30PM – 7:00 PM

3:30 – 4:00 PM ~ Registration, Hors D'oeuvres and Cocktails
4:00 – 4:40 PM ~ Microsoft: Turning Information into Impact
4:40 – 5:30 PM ~ Dr. Ken Sylvester: Negotiation as a Corporate Survival Skill
5:30 – 7:00 PM ~ Microsoft: Peer-to-Peer Networking

To register, please call 877-MSEVENT or visit www.microsoft.com/usa/events

*Please make sure to reference **EVENT CODE: 1032244835***