

## Pre-Annual Meeting Workshop



### Purpose: Differentiate and Grow your Business

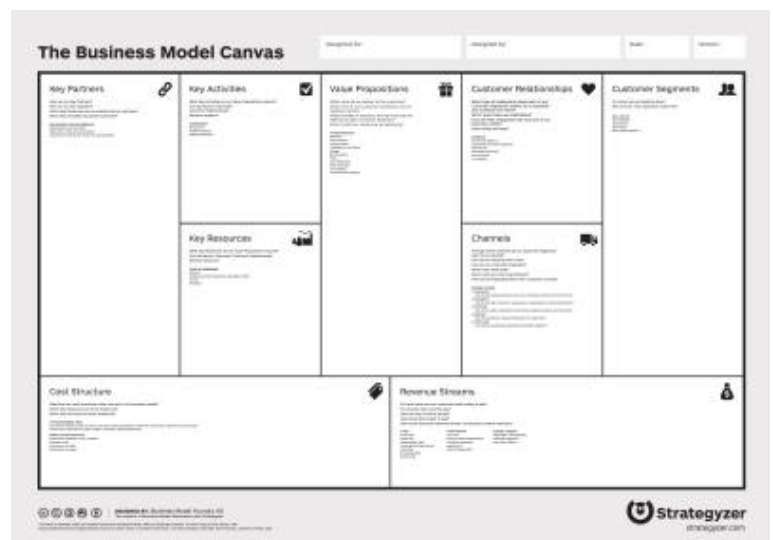
#### Business Model Canvas – Facilitated Workshop

Business Model Canvas is a strategic management template for developing new, documenting existing and improving your business model. In a market where competition is fierce and crossing global boundaries, and where disruption and change are breathing down your necks when was the last time you looked at your core Business Model and challenged it?

This facilitated workshop, will see each business owner/team, mapping and challenge their own Business Model Canvas.

Work through the nine elements of the canvas, explore and challenge differentiation. Experiment with changes and how that might impact the other components of your business model.

The Business Model Canvas was created by Alexander Osterwalder (born 1974) he is a Swiss business theorist, author, consultant, and entrepreneur, known for his work on business modeling.



To learn a little more watch: <https://www.youtube.com/watch?v=QoAOzMTLP5s>

#### Who is this Workshop designed for?

Any size business where you believe it's time to challenge your business model. Perhaps you've been growing in revenue, but reducing in profit? Perhaps you are working harder to stand still? Maybe you just want to validate you are on the right track and be able to explain how you make money to your employees.

## When, Where, Application

Basel International Convention Centre

09.00-13.00 Thursday 14 February (pre-annual Meeting)

Cost: €290

As this is primarily a non-competing workshop, applicants will be selected on a first-come first-served basis. The workshop is limited to 15 persons with priority given to one person from any one company. On successful application you will be invoiced from IAPCO direct.

## What they said after the Tokyo Pre-Annual Meeting Workshop

“The pre-workshop in Tokyo was an invaluable experience that provided me with many take a ways that I have applied to my day to day business. I would attend again and would recommend highly to anyone looking for relevant customized business insight”. Jenn Abbott, CEO, ICS Canada.

“This workshop was very useful in giving me insights in what to do to scale up my business. And I have made some progress since then. I would recommend this to owners of smaller/midsize PCOs that don’t have the all know-how inhouse.” Nicolette van Erven, MD, congress by design, Netherlands

## The Coach:

Hazel Jackson is a successful Entrepreneur running a leadership training company in the Middle East for over 20 years and has been facilitating the IAPCO Annual Meeting for the past five years.

An accredited senior coach with GI Coaches, Hazel facilitates strategic workshops with a range of multinational companies and growth firms. Business Model Canvas is one of the tools in her toolbox of resources to help companies change, challenge and grow.

If you want to teach people a new way of thinking, don't bother trying to teach them. Instead, give them a tool, the use of which will lead to new ways of thinking.

R. Buckminster Fuller,  
Designer, Inventor, Futurist