



Strategy, Creativity & Leadership – the ingredients for a successful transformation

Introduction

With the economy on the rebound, it is time to consider how you can position your business to be in a stronger position in the marketplace. Come and attend this Public Lecture and hear what it takes to change things and how sustainable transformation can be applied to your business.

Topics covered during the talk:

- What is transformation? How has it worked for companies in various businesses?
- Factors needed to effect change
- In a case study analysis, understand how a company like Rosenbluth Travel Singapore back in 1997 was able to be led to profits after only 6 months following accumulated losses incurred over the years and how this lesson is especially relevant today



The Speaker

Charles Tee, Chief Executive Officer, T3E Global

Extensive work experience with 35 years of varied, success-proven experience in the hospitality and services industries in online travel, corporate travel management, hotels & resorts, leisure and tourism, destination management and event marketing in the areas of sales, marketing, operations and strategic management.



Event Details

Date: Friday, 17 June 2011

Time: 7.00pm – 9.30pm

Venue: SMA Institute @ 410 North Bridge Road, Room 06-03

Free admission. Limited seats. Please call or write in for reservations by 10 June 2011.
RSVP: 6572 7736 or marketing@sma.edu.sg.