The INSEAD Centre for Executive Education and Research in Abu Dhabi, and The Centre for Advanced Learning Technologies (CALT) invite you to participate in

"A one-day expert workshop: ChangeMasters Middle East"

With Professor Albert A. ANGEHRN

Sunday, 24 August 2008 – 09AM—05:00PM

INSEAD Abu Dhabi Centre

We are pleased to invite you to join our one-day expert workshop on the theme of change and innovation management which will be held on Sunday, August 24th, from 9:00 a.m. to 5:00 p.m., at the Centre for Executive Education and Research of INSEAD in Abu Dhabi.

What are the key challenges for change and innovation management in Middle Eastern companies and organizations in 2008? What are the key competencies that enable people to manage change and innovation projects successfully? How can these key competencies be developed by using innovative learning solutions and specifically adapted to the specificities of Middle Eastern companies and organizations today?

In order to provide answers to these questions, Professor Albert A. Angehrn, Director of the Centre for Advanced Learning Technologies (CALT), located on the INSEAD campus in Fontainebleau, France, presents:

**ChangeMasters Middle East**

— a new INSEAD research and development project aimed at creating an innovative learning simulation that perfectly meets the requirements of Middle Eastern organizations in today’s world.
Abu Dhabi Project launch
Our workshop in Abu Dhabi marks the launch of the project. Participants will learn about the latest research on change and innovation management and exchange experiences and best practices, as they help us to validate our knowledge on change and innovation management that will serve as a solid basis for the development of new, customized management simulations for Middle Eastern organizations.

Workshop facilitator: Albert A. Angehrn

Albert A. Angehrn holds a doctoral degree in mathematics, has been on the faculty of INSEAD, France, since 1989 and is currently professor of Information Technology. He also directs CALT, INSEAD’s Centre for Advanced Learning Technologies. One of his passions is the design of games and simulations, as he strongly believes in Learning-by-Doing. His current focus is on games providing rich learning experiences by allowing users to interact with realistically behaving virtual characters operating within realistic contexts and situations. His research has been published in several international academic journals. His projects have been awarded large research funds from the European Community, and bring him regularly in touch with interesting organizations such as IKEA or Ferrari, a number of banks and car manufacturers, and several innovative start-ups.

Professor Angehrn will be assisted by Dr. Florian Schloderer, who now resides in the UAE and is the ChangeMasters Middle East project researcher (email: florian@schloderer.com)

EIS: a unique learning experience for participants
The workshop will be divided into two parts.
- In part one the participants will play the EIS simulation, one of INSEAD’s most advanced management learning experiences, now widely used by corporations and academic institutions across the world.

In part two, through discussions led by Professor Angehrn, we will discuss the challenges and best practices of change and innovation projects in Middle Eastern organizations, thus offering the opportunity for the participants to share their personal experiences

Key benefits of the expert workshop
As participants of the expert workshop, here is what you will do:
- play the EIS simulation
- participate in a creative learning experience that simulates the reflection of your existing knowledge about change and innovation management
- learn about the latest research on change and innovation management in Middle Eastern organizations
- exchange personal experiences and best practices of change and innovation management of the other participants
• enhance your personal network with other leading experts on change and innovation management in the region

In advance, welcome to our workshop!

As the number of participants is limited, we kindly ask you to confirm your participation as soon as possible.

If you have any questions regarding this workshop please do not hesitate to contact our **INSEAD Abu Dhabi Centre**: Zeina Sleiman

A map of access to the INSEAD Abu Dhabi centre is attached for your reference.

The closing date for registration is **21 August 2008**. As seats are limited, please register early for this free event. To do so, you can send the below details by email to Zeina.sleiman@insead.edu, or by fax to 02 446 0303. Thank you for your kind cooperation.

**Registration Form**

Company: ________________________________

Sector: ________________________________

Name: ________________________________

Surname: ________________________________

Position: ________________________________

Email: ________________________________

Office Tel: ________________________________

Mobile: ________________________________

Accompanied by:

Name: ________________________________

Surname: ________________________________

Name: ________________________________

Surname: ________________________________
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