

Coming to Asia in 2013



The London Speaker Bureau has plans for an impressive line-up of speakers to tour Asia in 2013.

The list of recognized experts - who will cover topics ranging from Leadership, Corporate Governance and Management to Innovation, Technology and Globalisation -

NOT-TO-BE-MISSED WORKSHOP 9 APRIL 2013, KUALA LUMPUR THE BUSINESS OF INNOVATION

This April, The London Speaker Bureau is bringing together three 'innovators' from across the globe to talk about The Business of Innovation. Bill Rancic, Mark Gallagher and Dr. Michio Kaku will give delegates personal perspectives entrepreneurship, sports and cutting-edge technology, what it takes to succeed today and in the future.

The objective of the programme is to inspire and produce result-orientated innovative leaders who are able to take their companies, their careers and their personal lives to the next level.

The Business of Innovation brings together people who share the same belief in pursuit of the latest and most innovative business ideas for themselves and their organisations. ... details on back page

includes Bill Rancic, entrepreneur, TV personality and winner of the first season of "The Apprentice" and leading geo-strategist Parag Khanna, who has been named one of Esquire magazine's 75 Most Influential People of the 21st Century and has topped Wired magazine's Smart List.

Another highly anticipated speaker is Roger Fisk who returns for an Asian speaking tour after having served "behind-the-scenes" during President Obama's recent re-election campaign.

Dr Marshall Goldsmith, ranked the world's No. 1 leadership thinker, needs little introduction to Asian business and there is audiences. already considerable interest in his 2013 lecture series.

Other names to look out for are Anil Gupta, Haiyan Wang, R. Gopalakrishnan, Mark Stevenson, Catherine DeVrye, Hamish Taylor, Dominic Alldis and Andrew Keen Please ask our marketing team for a copy of our 2013 Speaker Calendar which has more details of speakers coming to Asia this year, and the wide range of topics they ... more inside

INSIDE

THE MARCO POLO LECTURE **SERIES**

The Marco Polo Lecture Series brings together world-renowned speakers to share their experiences and insights with business leaders from around SouthEast Asia and Hong Kong.

MASTERCLASSES & WORKSHOPS

The London Speaker Bureau Masterclass is designed exclusively for our clients and led by proven leaders in their field; customised on each occasion specifically to match the needs of the group and the organisation.

FAREWELL NEIL ARMSTRONG

A true global icon who inspired a generation. The London Speaker Bureau had a close relationship with Neil and we had



worked with him on his international speaking engagements for the past 15 years.

ROGER FISK AND THE OBAMA RE-ELECTION



On the final day before the 2012 presidential election, Bruce Springsteen appeared along with Jay-Z in support of President Obama at the Nationwide Arena in Columbus, Ohio. Roger Fisk in brown jacket giving the President a quick brief before they go onstage.



A cool President sharing his thoughts with Roger and another member of the White House staff backstage while the results of the 2012 elections are being announced.



"What Got You Here Won't Get You There"

Workshop by Marshall Goldsmith

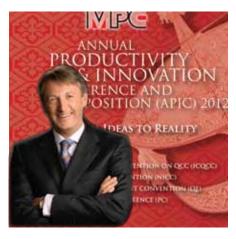


One of the most eagerly awaited workshops in 2012 was Marshall Goldsmith's Business of Leadership masterclass which saw participation from over 300 delegates from top corporations around the region where two full-day sessions were held – in Kuala Lumpur on 3 April 2012 and in Singapore the following day.

Based on his best-selling book, "What Got You Here Won't Get You There", Dr Goldsmith energized his audience with a fast-moving and highly interactive learning session which participants left feeling invigorated and inspired; and with some lasting impressions, such as:

"Provoking and meaningful, not just for business but life."
"Interesting perspectives, lots of real life examples and quotes."
"Very engaging. It is difficult to keep people tuned for so many hours and Dr. Goldsmith did a great job."

Kevin Gaskell at APIC2012



The Malaysia Productivity Corporation's Annual Productivity & Innovation Conference, themed "From Ideas To Reality", kicked off with Kevin Gaskell's opening keynote. More than 2,000 delegates from around the Asia-Pacific region attended the 2012 conference, held over three days at the Kuala Lumpur Convention Centre.

Kevin also conducted a half-day CEO Masterclass "Building a World Class Brand" for 50 participant from a cross-section of Malaysian SMEs.

The Marco Polo Lecture Series

The Marco Polo Lecture Series is named after the Venetian explorer famed for his travels through Asia.

Marco Polo (1254-1324), is probably the most famous Westerner to have travelled the Silk Road. He excelled over all the other travelers of his time in his determination, his writing, and his influence.

The Marco Polo Lecture Series, an exclusive and "by invitation only" event hosted by The London Speaker Bureau, brings interesting speakers to share their experiences and insights with business leaders from around SouthEast Asia and Hong Kong in an

interactive and informal setting.

8 May 2012 Catherine DeVrye Raffles City Convention Centre, Singapore



vention Centre,



Please talk to our marketing team for your personal invitation to our next event.



A great opportunity to network with industry experts and peers.

18 July 2012 Chris Roebuck Kee Private Members Club, Hong Kong 23 January 2013 Marshall Goldsmith Chicago Booth University, Singapore

More information at: www.marcopololectures.com

SPEAKERS HEADING TO ASIA IN 2013

JANUARY



LAWRENCE LEYTONThe Maestro of
Motivation

Lawrence is best known for his a major peak-time show called Fear of Flying. Channel 4 approached Lawrence with the challenge of helping 40 of the most extreme phobics in Britain to overcome their fear of flying. The show was such a huge success that many of its participants who would never go on a plane have now been able to take holidays abroad with their families. Lawrence's success is his ability to model the strategies of some of the most successful individuals and to communicate these skills powerfully to others.

MARCH



PETER DRAPER
Former Group
Marketing Director for
Manchester United FC.

Peter Draper has been involved in the marketing of sport and with brands associated with sport for over 30 years. In 1986 Peter joined a football sportswear company Umbro as their European Marketing Director and helped build the business both in the UK and internationally. In 1999 Peter joined Manchester United as the football club's first Group Marketing Director and oversaw the development and implementation of their international sponsor-partner programme as well as communications across the business.

MAY



R GOPALAKRINAN *Director of Tata Sons*

R Gopalakrishnan (known as Gopal) worked for thirty years in India's most multi-national company, Hindustan Unilever. Since then, he has worked for the most multi-national Indian company Tata. He is currently the Executive Director of Tata. He is also the Chairman of Tata AutoComp Systems, Rallis India and Advinus Therapeutics, Vice Chairman of Tata Chemicals, and a director of Tata Power and Tata Technologies. He also serves as an independent director on the boards of the Indian subsidiaries of Akzo Nobel and BP Castrol.

FEBRUARY



MARK STEVENSON Author, speaker, ideas generator and futurist

Mark Stevenson is a writer, ideas generator and futurist. He is author of the best selling book An Optimist's Tour of the Future, which was described by The Wall Street Journal as "sharp and fascinating". He is probably best described as an inspirational futurist. His skill is an ability to take complex or abstract concepts and make them understandable by non-specialists without trivialising the subject matter.

APRIL



MARK GALLAGHER Grand Prix Motor Racing Boss

Mark Gallagher has worked in Formula One for almost 30 years and has spent the last 15 working as senior executive within the management of Jordan Grand Prix, Red Bull Racing and Cosworth. During his career Mark has worked directly with drivers including Michael Schumacher, David Coulthard and Ayrton Senna. Since 2005 Mark has also co-owned his own racing team, Status Grand Prix based at Silverstone in the UK. Status has three times won the 'Best Presented Team' Award, setting the benchmark in professionalism and presentation.

IUNE



PARAG KHANNALeading geo-strategist,
and author

Parag Khanna is the leading next-generation voice on the future of global affairs. Named one of Esquire magazine's 75 Most Influential People of the 21st Century and at the top of Wired magazine's Smart List, Khanna is a columnist for CNN contributing reportage from around the world, and a frequent guest host of CNBC, providing expert commentary on global economic trends and emerging markets.



THE LONDON SPEAKER BUREAU

The world's leading speaker and advisory network.

We represent and work with some of the most influential people in the world, from politicians and economists to thought leaders and entrepreneurs. Between them, they cover a vast range of topics, from management and finance to technology, education, innovation and the environment.

We provide keynote speakers and advisors for all types of events, be it small or large, in-house or external. If you want some ideas on how we can assist in any of the areas listed here, please do contact us now.

- :: Keynote Speakers
- :: Management Masterclasses
- :: Individual and Group Training
- :: Government and Civil Service Briefings
- :: Advertising and PR Campaigns
- :: Chief Executive & Board-level Mentoring
- :: Conference and Debate Facilitation
- :: Senior Executive Search
- :: Webinars

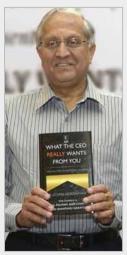
The London Speaker Bureau in SouthEast Asia & HongKong is part of an international network of offices unique to the speaker industry, we have access to the most prominent and sought-after speakers in the world. Having developed a strong presence in Europe, we are building our international operations in Asia, Africa and South America in response to increasing demand for experts from these regions.

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FEATURED BOOKS



What The CEO Really Wants From You by R Gopalakrishnan

Ask not what your boss owes you but what you owe your boss is one of the issues tackled by R. Gopalakrishnan's new book.

"What The CEO Really Wants From You" on how to be an effective employee was launched recently in December 2012.

R Gopalakrishnan, executive director, Tata & Sons, who has previously authored "The Case Of The Bonsai Manager" and "When the Penny Drops", delves into the book with his signature style; personal experiences sprinkled with ample anecdotes and stories of real people.

An Optimist's Tour of the Future by Mark Stevenson

Mark Stevenson has been to the future a few years ahead of the rest of us - and reckons it has a lot going for it. Insightful and often very funny, "An Optimist's Tour of the Future" is a book that tracks one curious man's journey to find out 'what's next?'.





Digital Vertigo by Andrew Keen

In "Digital Vertigo", Andrew Keen exposes latest Silicon Valley mania: today's trillion dollar networking revolution transforming the Internet. Every new online start-up, he reveals - from commerce to communications to entertainment - is now going social in a transformation called "Web 3.0".

China's Growth: The Making of an Economic Superpower by Linda Yueh

"China's Growth: The Making of an Economic Superpower" explains China's remarkable transformation from a centrally planned to a more market-oriented economy.



Asian women have long held influential positions in politics, economics, business and government. Three of the most sought-after women speakers at Asian conferences in 2012 were India's first female police officer, the author of Chairman Mao's biography and a former Malaysian Minister.

Top 3 Asian Women Speakers



Kiran Bedi

Social activist and India's first and highest ranking - retired in 2007 - woman officer who joined the Indian Police Service in 1972. Her experience and expertise include more than 35 years of tough, innovative and welfare policing. She

was last appointed as Director General of India's Bureau of Police Research and Development.

Dr. Jung Chang

The author of "Wild Swans" and "Mao: The Unknown Story" was born in China, and during the Cultural Revolution (1966-1976) worked as a peasant, a "barefoot" doctor, a

steelworker, and an electrician before becoming an English-language student and, later, an assistant lecturer at Sichuan University. She left China for Britain in 1978 and was subsequently awarded a scholarship University of York, where



she obtained a PhD in Linguistics in 1982 - the first person from the People's Republic of China to receive a doctorate from a British university.

Rafidah Aziz

Malaysia's longest serving Minister of International Trade and Industry began her career as a politician with her

appointment as Senator in 1974. Confident, dynamic and passionate, she is well known for her quick, direct and articulate responses. She was Malaysia's longest serving Minister of International Trade and Industry, having been in the position for 21 years from 1987-2008. Much admired by her peers and colleagues, she is regarded as an authority on trade and industry, having contributed significantly to the development of the country's economy.



SPEAKERS BOOKED - GLOBAL



Charles Leadbeater British author



Mark Gallagher GP Motor Racing Boss



Linda Yueh Economist & broadcaster



Sugata Mitra Professor



Raul Krauthausen Social Entrepreneur

SPEAKERS BOOKED -

1



Marshall Goldsmith No 1 leadership thinker



Mark Gallagher GP Motor Racing Boss Founder of the Virgin Group



Sir Richard Branson



Anil Gupta Author



Azran Osman Rani CEO of AirAsia X

Masterclasses & Workshops

The London Speaker Bureau has the most extensive speaker and advisory network in the world. In an ever more inter-connected and rapidly changing environment, organisations increasingly require outside experience to gain knowledge and insight.

Our uniquely international structure enables us to offer our clients a distinctive resource of senior figures from business, politics, finance, education and society, from almost every part of the world. We now deliver value and service to our clients well beyond the confines of the keynote speech, and we are particularly excited about by popularity of our management masterclasses.

Mark Gallagher "The Business of Winning"



Formula One is a unique mix of business and sport, where strong leadership, efficient team work, split second decision making and a clear focus on delivery are required to compete at the highest levels in the 20 Grands Prix which comprise the FIA Formula One World Championship.

Mark Gallagher has worked in Formula One for almost 30 years and has spent the last 15 working as senior executive within the management of Jordan Grand Prix, Red Bull Racing and Cosworth. While operating at the centre of this fascinating sports business, Mark has worked directly with the world's top drivers including Michael Schumacher, David Coulthard and Ayrton Senna, as well as team owners, giving him a privileged understanding of what it takes to be a world class competitor.

Head of Marketing at the highly successful, race winning Jordan team over a ten year period, Mark was famously described as 'head of making things happen' in Eddie Jordan's dynamic organisation.

In 2012 Mark published 'The Business of Winning', a book drawing on the business lessons to be learned from the high finance, high octane world of Formula One.

TOP 5 TOPICS

- 1. Leadership
- 2. Economics
- 3. Innovation
- 4. Motivation
- 5. Education

Anil GuptaGlobalisation & Strategy



Anil K. Gupta is widely recognised as one of the world's leading experts on strategy and globalisation. He is currently the INSEAD Chaired Professor of Strategy at INSEAD and is based at the Institute's Asia campus in Singapore.

He is also the Michael Dingman Chair in Global Strategy & Entrepreneurship (on

leave) at the Smith School of Business, The University of Maryland at College Park. He received a doctorate from Harvard Business School, an M.B.A. from the Indian Institute of Management at Ahmedabad, and a B.Tech. from the Indian Institute of Technology at Kanpur.

Anil also serves as chief advisor to The China India Institute, a Washington DC-based research and consulting organisation.

Joe DiVanna How to run a bank



Long before subprime found its way into everyday conversation The Banker and Maris Strategies ran a story on corporate governance, called How to Run a Bank, which generated huge interest from readers, who rang in asking if they could buy a copy of the book. With the financial meltdown continuing its inexorable progress, The Banker's editors and Joe DiVanna, CEO of Maris Strategies, thought that maybe it was time to actually produce the book. So they invited bank CEOs, academics and banking experts to contribute thought-pieces towards a compendium of the best in bank management.

With over 35 years of business and banking experience, Joseph DiVanna is the Managing Director of Maris Strategies a Cambridge-based strategy consultancy and think tank for business and financial services. He strategist for numerous banks, technology companies and multinational businesses, Joe is also a prolific author and

regular contributor to global and regional publications on finance, his views on economics, banking and emerging markets can be read in The Banker, Financial World, FT, New Horizons, and many more. Joe provides cutting edge thinking on banking and financial services with a focus on emerging markets. Joe's lectures and industry speeches can be heard at numerous industry events on banking, services. financial Islamic finance. emerging markets, economics, innovation, capital management human leadership.

Joe presents a masterclass on How to Run a Bank which covers every theme important to senior management, from the strategic positioning of a firm, to the development of competitive strategies, and making the most of outsourcing, partnerships and white-labelling. It ranges from what makes effective risk management and compliance, to balance sheet management and capital raising, to corporate governance, sustainability and the environment.

The Masterclass can be one-day or a half-day in duration. Joe has developed a highly interactive programme which will give delegates the skills to improve competitiveness, implement client-focused change and deliver service and value to the financial industry. He also designs strategy sessions for CEOs, Board of Directors or for individual departments within an organisation.

LONDON | PARIS | STOCKHOLM | CAPE TOWN | MUSCAT | DELHI | TOKYO | RIO DE JANEIRO

Tom Oliver - Artist, Entrepreneur, Businessman and a New Generation Business Leader



Tom Oliver is Founder and CEO of The World Peace Festival and World Peace Partnership. He is part of the growing class of philanthrocapitalists and new generation of business leaders, who are applying business models to solve global problems.

Tom draws appropriately from his vast personal expertise and in-depth experience in disciplines as diverse as the creative arts, sports, music, writing, business, entrepreneurship and global philanthropy to show us how to apply a multidisciplinary approach to problem solving. He shows us how to make visions reality and inspire and drive global movements.

He applies an ecclectic, whole-brain approach and challenges us to redefine problems outside of normal boundaries to reach holistic solutions that are based on a new understanding of complex situations - in business, the economy and society at large. To make his speeches come alive, Tom often employs live music performances and engages his audiences in an active manner.

Roger Fisk comments on his role in the Obama re-election



Roger Fisk, the former National Director of Special Events for Barack Obama's presidential campaign, is delighted to have played a role in a successful re-election campaign. Roger commented,

"This was a great day in American history. If 2008 was a grass-roots movement then the 2012 win was really the story of micro-targetting voters and using innovative ways to reach them. The lessons and applications for brands, businesses and social causes around the world are almost limitless."

One of the highlights of The London Speaker Bureau's calendar is the annual summer drinks party. We were blessed with sun for our 2012 party at Hamilton Place, London and we hosted a good mix of UK and international speakers and clients.

It was a fun evening where guests had an excellent opportunity to network in an informal environment, with a free flow of ideas and views from some very interesting and informative personalities.

The London Speaker Bureau Summer Drinks Party

London, 13 June 2012





New authors hit the speaker circuit



TLSB has established a global partnership with Random House Inc., the world's largest English language trade publisher, representing their bestselling authors and influential opinion-formers who can educate, motivate, inspire and entertain your audience.

More information from www.randomhousespeakers.co.uk

Armen Papazian releases paper entitled "Space Exploration & Money Mechanics: An Evolutionary Challenge"

In order to invent, develop and build the technology of space, now and in the future, we need billions and billions of dollars to finance a massive research, innovation and development drive.

I argue that humanity's space potential is closely tied to humanity's financial wisdom, such that travel into deep space may very well be possible after we have transformed our current money creation methodologies.



Current money mechanics is founded on debt and credit. A debt based monetary architecture chains the species to calendar time payments and thus makes the financing of space projects challenging given the time pattern of future expected cash flows and the immeasurable risks involved.

NEW NAMES ON THE SPEAKER CIRCUIT



Mark Stevenson

Author, speaker, ideas generator & futurist

Mark Stevenson is a writer, ideas generator and futurist. He is author of the best selling book An Optimist's Tour of the Future, which was described by The Wall Street Journal as "sharp and fascinating". He is probably best described as an inspirational futurist. His skill is an ability to take complex or abstract concepts and make them understandable by non-specialists without trivialising the subject matter.

Mark is co-founder of Flow Associates, a learning agency which develops optimum environments for creative innovation tied to critical thinking. He works with cultural institutions, government bodies, corporations and schools all over the world.

Mark is also futurologist-in-residence at Primary Energy Research and sits on the advisory boards of Virgin Earth Challenge and Every1Mobile, which builds large-scale social networks on mobile devices in developing economies.

Mark's is an excellent public speaker probably helped by a previous career as a stand-up comedian. His recent speaking engagements include The Economist, The US National Space Symposium, IBM, Michigan School of Art and Design, Oxford University and Abbott Healthcare.

PowerPaint Visual Minutes

One highly visual communication aid that is becomingly hugely popular at conferences is PowerPaint.

Starting with a huge blank white sheet, a team of artists quickly and silently sketch and colour the proceedings of the conference, capturing talking points, interesting features, and the flow of ideas onto a giant mural.

Working unobtrusively, without interfering with the speakers and audience, the PowerPaint artists create the "Visual Minutes" of the meeting, which at the end of the event has often become its most-remembered feature.



Kevin Allen

Business Transformation

Kevin Allen is recognised as one of the advertising industry's most accomplished growth professionals, having spent two decades at the top of advertising giants McCann-Erickson, the Interpublic Group and Lowe Worldwide. A highly renowned US advertising and marketing figure, Kevin was a catalyst for McCann's achievement as Global Agency of the Year, two years in row.

As Lowe Worldwide Vice Chairman he played a pivotal role in the turnaround that named the company Ad Age's "Turnaround Agency of the Year" in 2009.

Kevin is now CEO and founder of London based business transformation company re:kap, that counts Burberry, M&C Saatchi, Nokia, Omnicom, Rolls-Royce, Cheil, Smythson and Swedbank among its global clients. He is author of recently released 'The Hidden Agenda, A Proven Way to Win Business and Create a Following'.

This Wall Street Journal Bestseller is a rich, instructive story of his successful brand and advertising exploits.

Kevin is a highly skilled growth professional and is uniquely positioned to teach companies - and individuals - how to "win".

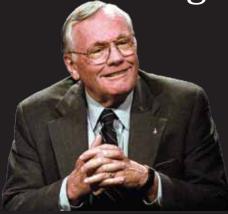


PowerPaint is an effective and compelling medium that transforms ideas into compelling sketches and diagrams that help people understand complex issues and decide what to do next.

PowerPaint murals can be easily converted to leaflets, postcards and other collateral for post-event distribution to delegates; and has proven to add value to many conferences, meetings and training sessions.

FAREWELL

Neil Armstrong



Neil Armstrong, the American astronaut, died on 25 August, 2012 aged 82. He cemented a unique place in the history of mankind by becoming the first person to walk on the Moon. The successful completion of his mission proved a transcendent moment that captured the imagination of the entire planet. It was a success that owed much to Neil Armstrong's clarity of thought and split-second ability to life-saving decisions.

During Apollo 11's final, hazardous descent to the surface of the Moon on July 20 1969, his instrument panel was dogged by computer failures that would have justified aborting the mission.

Having decided to press on, he discovered that automatic systems were steering his lunar module on to the steep banks of a large, boulder-filled crater. Sitting next to Edwin "Buzz" Aldrin, Neil Armstrong seized manual control and guided the craft to a graceful touchdown with just 20 seconds of fuel remaining.

Moments later he announced to the world: "Houston. Tranquility Base here. Eagle has landed." The defining images of the mission were still to come. After several hours conducting checks, Neil Armstrong emerged from the landing craft, swaddled in cumbersome helmet and space suit. Stepping off the ladder onto the dusty surface below he uttered the now celebrated words: "That's one small step for man, one giant leap for mankind."

Neil Armstrong did not have the time to celebrate the safe landing. "We could not luxuriate in those feelings," he said in a rare interview in Australia.

Even President Nixon's congratulatory call from the White House was "memorable but instantaneous. There was work to do. The checklists were all over us. We weren't there to meditate."

REGISTER NOW

THE BUSINESS OF INNOVATION

09.04.2013 JW MARRIOTT HOTEL, KUALA LUMPUR

The Business of Innovation will be one of the most powerful conferences available for leaders in Malaysia this year.
Delegates attending will come away with an understanding of the role of innovation and leadership in their daily lives.

BENEFITS

Some of the key take-aways you can expect from this event include:

- :: Understanding the challenges and opportunities facing leaders today globalization, sustainability, new sources of competitive advantage, alternative business models and more.
- :: Unparalleled access to the ideas and opinions of industry thought leaders plus fresh insights into tomorrow's major strategic issues.
- :: A clearer understanding of how to meet the rapidly changing needs of employers, employees, and stakeholders.
- :: Marketing, branding and innovative development solutions that will drive growth and profits.

FEATURING

Bill Rancic

Winner of 'The Apprentice'

Bill Rancic is an American entrepreneur who was the first candidate hired by The Trump Organization at the conclusion of the first season of Donald Trump's reality television show, The Apprentice.

Mark Gallagher Grand Prix Motor Racing Boss

Mark Gallagher has worked in Formula One for almost 30 years and has worked as senior executive within the management of Jordan Grand Prix, Red Bull Racing and Cosworth. During his career he has worked directly with top drivers including Michael Schumacher, David Coulthard and Ayrton Senna.

Dr. Michio Kaku World Renowned Futurist

Dr. Michio Kaku is a theoretical physicist, best-selling author and popularizer of science. The author international numerous bestsellers, his latest is "Physics of the Future: How Science Will Shape Human Destiny and Our Daily Lives by the Year 2100". where he presents revolutionary developments in medicine. computers, quantum physics, and space travel that will forever change our way of life and alter the course of civilization itself. A regular commentator on Tech-TV, he was featured in the full-length 90-minute feature film Me and Newton, which nominated for an Emmy in 2001.



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