

The GALA CEO Forum

An Exclusive Collaboration among Business Leaders

A Full-Day Problem-Solving Meeting for Leaders of the Localization Industry

A CEO is a leader, a motivator, a chief strategist, a manager, a salesperson, a delegator, and more, all at once. It can be exhilarating. Oftentimes it can be lonely. And sometimes it can be hard to find the time to step back, evaluate, modify and plan for the future.

But what if, in just one day, you could shut out all the noise and focus on one pressing problem, and even solve that problem? And, at the same time, get to know other leaders just like you – other CEOs or presidents who work as hard as you do and grapple with the same types of problems that you do?

The GALA CEO Forum offers just that opportunity. By channeling the collective knowledge of a small group of leaders, the Forum seeks to solve real problems faced by real company leaders. Together collaborating, sharing, debating and resolving for the benefit of each individual...all in one day.

The Globalization and Localization Association presents its second GALA CEO Forum on Sunday, 25 March 2012 (prior to the annual GALA conference), at Le Méridien Beach Plaza in Monte Carlo, Monaco.

"In a day, we achieved what might take a CEO five years to understand."

Sudheen Lakshman
(Crystal Hues Ltd.)

"This was one of the best events I've ever attended in this industry."

Don Shin
(1-stop Translation)

"I found it very useful to learn that other CEOs have had the same problem that I have... and that they have solved it."

Kim Harris
(text & form GmbH)

Structure

Each participant in the GALA CEO Forum comes to the event prepared to present one challenge they face in their business. Each leader will have one hour during the forum dedicated to that specific issue with a structure as follows:

- **PRESENT** (10-15 minutes): Each leader will give a presentation to the group about their specific challenge
- **CLARIFY** (15 minutes): The group will have the opportunity to ask questions to clarify their understanding of the challenge
- **RESOLVE** (30 minutes): The peer leaders share their observations and recommendations on how to best tackle the challenge

Each leader must actively participate during the entire program, contributing meaningful and valuable recommendations and observations to their peer CEOs.

Prior to the program in Monaco, the program moderator will spend approximately one hour by phone with each participant to discuss their challenge and how to refine the formulation and articulation of that challenge for presentation to the group.

Each participant will sign a non-disclosure agreement (NDA) agreeing to the private, collaborative environment necessary to foster a meaningful discussion of each leader's topic. The activity is closed-door.

The program's agenda will include a meet-and-greet session at the beginning of the day to build the collaborative atmosphere and to prepare everyone to get to work. Lunch will be provided in the middle of the day; refreshments throughout. Participants will stretch themselves mentally throughout the day and will probably end the day feeling a bit exhausted, but greatly enriched.

Timing

The GALA CEO Forum will be held on Sunday, 25 March 2012 at Le Méridien Beach Plaza in Monte Carlo, Monaco. It will be part of the pre-conference activities for GALA's annual Language of Business conference.

Participants and Moderator

The Forum will be a small group with a minimum of five and a maximum of seven participants. Participants must be leaders of GALA member companies and hold the title of owner, CEO, president, managing director or an equivalent title and role of overall responsibility and accountability for the organization. They must have a good command of the English language. They must be enthusiastic about sharing problems *and* solutions with the other participants.

The program moderator will be Arturo Quintero, co-owner and chief corporate strategist of Moravia Worldwide and former member of the GALA Board of Directors. Arturo is a member of the CEO-CF group in Europe which has a similar mission to facilitate collaboration among CEOs of businesses in the region. He is also a leader himself and understands the pressures and concerns faced in that role. He will guide and direct the group, but also will participate in the discussions.

Registration

Participation is open to leaders of all GALA member companies. Payment must be received in full to reserve a place. Space is limited to a maximum of seven participants. Registration for the CEO Forum is open to GALA member leaders at the standalone rate of US\$1100. Participants wishing to register for both the CEO Forum and the conference will receive a \$350 package discount. (US\$1800 for early bird registration or US\$1950 for late registration).

Participants will be accepted on a first-come, first-served basis. To register, please contact Allison Ferch (afferch@gala-global.org).