



Media announcement:

**EDWARD DE BONO, CREATOR OF “LATERAL THINKING”,
TO GIVE FULL-DAY CONFERENCE IN BAHRAIN**

(Manama, February 6 2008): The world's foremost creative and lateral thinker, Edward de Bono, will present his *Maximising Creativity and Lateral Thinking to Deliver Strategic Success* programme, live and in person in the Kingdom of Bahrain on June 1, 2008.

The full-day conference is the latest in a series of thought leadership events to be held in Bahrain, organised by Global Leaders.

Dr de Bono is regarded as the leading authority in the field of creative thinking, innovation and the direct teaching of thinking as a skill. He is equally renowned for his development of the Six Thinking Hats® technique and the Direct Attention Thinking Tools™ (D.A.T.T.™) framework.

His techniques and work focus on the application of tools and methods that promote innovative and creative action. The author of more than 70 books with translations into 40 languages, his methods are now mandatory on the school curriculum in numerous countries including Australia, UK, USA, and Russia.

Dr de Bono acts as advisor to governments and global organisations on matters as diverse as the economy, unemployment, social policy, pensions, health care, finance, transportation, education, conflict resolution, and the justice systems.

Corporations to have benefited from his teachings include: Boeing, British Telecom, Sanofi, Rolex, Siemens, 3M, Ericsson, General Motors, Nestle, Goldman Sachs, Ernst & Young, and many others.

The event will be held at The Diplomat Radisson SAS Hotel, Bahrain on June 1, 2008. For more details, visit www.globalleadersevents.com/debono. Partners for the event to date include: BSTD, Bayt.com, Gulf Business, Flip Media and knet.

DATE & VENUE

Edward de Bono : Maximising Creativity and Lateral Thinking

June 1, 2008

The Diplomat Radisson SAS Hotel, Bahrain.

FOR FURTHER INFORMATION AND REGISTRATION

Global Leaders, 21st Floor, Almoayyed Tower, Seef District, PO Box 18259, Manama, Kingdom of Bahrain.

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www.globalleadersevents.com/debono

MEDIA INFORMATION

To stay updated about this forthcoming event or to obtain a press invitation, please contact:

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SPONSORSHIP ENQUIRIES / GROUP BOOKINGS

To find out how you can use the event to promote your brand, or how to take advantage of discounts for group bookings, contact:

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ABOUT GLOBAL LEADERS

GLOBAL LEADERS has a proven track record of delivering unique content, through events with influential business and thought leaders in the field of leadership, strategic management and competitive strategy. Global Leaders has carried out communications programmes and events for corporate and government decision-makers in the Middle East, European, Asia-Pacific and African regions.

The long line-up of thought leaders to have spoken at Global Leaders events in 2007 included?: CK Prahalad, Ken Blanchard, Dave Ulrich, Michael Porter, Scott Bedbury, Deepak Chopra, Steven Levitt, Malcolm Gladwell and Rowan Gibson.