



Media announcement:

**MINISTER ANNOUNCED AS PATRON FOR
EDWARD DE BONO CONFERENCE IN BAHRAIN**

(Manama, March 5 2008): **His Excellency Sheikh Khalid bin Abdulla Al Khalifa**, the Minister of the Prime Minister's Court in Bahrain, has confirmed his patronage for the one-day conference with Edward de Bono in Bahrain on June 1. His Excellency will open the Global Leaders-organised event in person.

Sheikh Khalid has roles across a number of governmental committees and is an active supporter of training and management workshops, and has a deep-rooted knowledge of management and human resources.

Dr de Bono is the world's foremost creative and lateral thinker. He will present his *Maximising Creativity and Lateral Thinking to Deliver Strategic Success* programme, live and in person at the Diplomat Radisson SAS Hotel.

The full-day conference is the latest in a series of thought leadership events to be held in Bahrain, organised by Global Leaders, following on from Ken Blanchard, the author of *One Minute Manager*, and Deepak Chopra.

For more details, visit www.globalleadersevents.com/debono. The headline sponsor for the event is Addax Bank.

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.

Tel: +973 17 566739, fax: +973 17 567901.

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.