

**Information to the BoD as of July 27th, 2010
Management Conference FGCS – Program Draft**

Sunday Oct 10th, 2010

11:00 – 19:00 Wine harvesting and/or wine tasting and bicycling
(about 50 people can do harvesting, about 80 can do bicycling)

Monday Oct 11th, 2010

10:30 – 11.00 Shuttle busses leave from the hotels to Savannah Conference Center

11:00 Participants arrival and brunch

12:00 Opening – Gernot Mittendorfer

12:30 Keynote speaker Mr. Ivan Drbohlav: Case study B2C

Mountfield since 1991 – it has become the largest retailer in garden equipment incl, furniture and pools.

13:00 Keynote speaker Mr. František Piškanin: Case study B2B

HOPi since 1992 – a logistic company, active in all regions of the country, active also in Slovakia and Hungary

13:30 Round Table Debate: What makes a company outstanding performer to all key stakeholders? What matters when stepping out of the crowd? How can a bank be supportive to B2C and B2B and retail clients? **Mr. Drbohlav, Mr. Piškanin, Jiří Škorvaga, Karel Mourek, Jitka Schmiedová**

14:45 Break

15:15 Are we an outstanding company? Do we want to be an outstanding company? What do we need to do? How can we do it in the new environment? Gernot Mittendorfer: Opening speech

16:00 Corporate Business Strategy: Where do we stand right now, what are the challenges/opportunities ahead of us? What does the market look like? What do the competitors do? **Karel Mourek**

16:45 Break

17:15 Retail Business Strategy: Where do we stand right now, what are the challenges/opportunities ahead of us? What does the market look like? What do the competitors do? How do we respond? **Jiří Škorvaga**

18:00 HR strategy: How can HR help? How will the new set-up of the transformed HR work and support business? **Jitka Schmiedová**

18:45 Summary and End of the Session

19:00 Adjourn to the Loucký Klášter by buses

19:30 Party at Loucký Klášter with ČS DJ's

From 22:00 – shuttle busses leave to the hotels

Tuesday, Oct 12th

09:00 Social media – Why am I concerned? Introduction by Gernot Mittendorfer

09:30 Social Media in Ceska Sporitelna – David Lorenc

10:15 Are Social Media globally powerful or marginal phenomenon? Laura Newman, CEC

11:15 Break

11:45 Social Media in the Czech Republic, Miloš Čermák, journalist

12:45 Panel Debate: Miloš Čermák, Laura Newman, David Lorenc, Honza Spousta:

- Do social media bring only benefits or also risks?
- How to tackle them?
- How to get the buy-in from employees?
- We know what is Web 2.0 about. What comes next?

13:45 Summary, Lunch and Adjourn