Join a conversation with...

Sir Richard Branson
A Global Successful Businessman

on

“Business Stripped Bare”

He’s the founder of Virgin Atlantic Airways and more than... 350 other companies.
Now’s your chance to ask him anything!

27 May 2009
Megaron, The Athens Concert Hall.
A. Trianiti Hall

Information/Registrations: tel.: +30 210 6601290, fax: +30 210 6036117, www.prothesis.gr, branson@prothesis.gr
Dear Entrepreneurs and Business Executives,

On May 27, 2009, Prothesis SA is hosting the world renowned businessman Sir Richard Branson in a “conversation” entitled “Business Stripped Bare”. The Event which has the makings of an historic occasion for the Greek business community, will take place at Megaron, the Athens Concert Hall.

The legendary entrepreneur, who started out literally from scratch and is now one of the most famous people in the world, will be in Athens to share the secret of his success and of his inimitable ebullience with Greek entrepreneurs and managers.

We need to mention that besides Branson, there will be a key note presentation by Dr. Patrick Dixon, Europe’s leading futurist on how to turn the global crisis into business success. Dixon is a dynamic, provocative and entertaining speaker who advises many of the world’s largest corporations on key trends, managing uncertainty, identifying risk and developing opportunities. He will also be the moderator of the panels to follow.

Given the enormous appeal of Sir Richard’s charismatic personality, and bearing in mind the current economic crisis, there has been an overwhelming number of clients, both entrepreneurs and business executives, asking that attendance fees be set at a level everybody should be able to afford.

In view of your huge response, which is quite unprecedented in our experience, and bolstered by our immensely successful Krugman Conference of March 18, 2009, we could not but concede that your request is a reasonable one, especially as these are indeed trying times, and so we have resolved to reduce the attendance fee by about two thirds.

Therefore, in acknowledging our clients’ contribution to the success our events have been achieving until now, we are pleased to inform you that for bookings until the 5th of May the fee to be charged shall be just €300. From 6 to 20 May, it shall be €350 and from 21 to 27 May €400, (VAT excluded).

So, bring your associates along and be ready to raise the issues of concern to you. Sir Richard shall be happy to engage in a lively, pragmatic and sensible discussion, in response to all your questions.

We look forward to seeing you there.

Sincerely,

Basil Isaras
Chairman & CEO

Please, make use of early registration and benefit from great savings

To register, please contact the event secretariat at
Tel: +30 210 66 01 290, fax: +30 210 60 38 117, e-mail: branson@prothesis.gr
for e-registration: www.prothesis.gr
Sir Richard Branson

Richard Branson is the founder and owner of Virgin Group of companies. With around 200 companies in over 30 countries, the Virgin Group has now expanded into leisure, travel, tourism, mobile, broadband, TV, radio, music festivals, finance and health and through Virgin Green Fund is investing in renewable energy and resource efficiency.

In December 1999, Branson signed an agreement to sell a 49% stake of Virgin Atlantic to Singapore Airlines to form a unique global partnership. It turned out that 1999 was an eventful year for Branson, topped off by his being awarded a knighthood for his services to entrepreneurship. In February 2007, Branson announced the Virgin Earth Challenge - a $25 million prize to encourage a viable technology which will result in a net removal of anthropogenic, atmospheric greenhouse gases. In July of the same year, Branson had the honour of joining his good friend Peter Gabriel, Nelson Mandela, Graca Machel, and Desmond Tutu to announce the formation of The Elders, a group of leaders to contribute their wisdom, independent leadership and integrity to tackle some of the world's toughest problems. Richard is also very proud of the work of Virgin Unite, its not-for-profit entrepreneurial foundation, which continues to focus on entrepreneurial approaches to social and environmental issues and enjoy supporting their work in every way he can.

As you might imagine, Branson never stops (which can be exhausting for the people around him) and sets himself just as steep challenges in his personal life as in his business life. Just for fun, he has been involved in round-the-world balloon attempts as well as rekindling the spirit of the Blue Riband when he crossed the Atlantic in his Virgin Atlantic Challenger II boat in the fastest ever recorded time.


Dr. Patrick Dixon

Dr. Patrick Dixon is the Chairman of Global Change Ltd. and a dynamic, provocative and entertaining speaker with a gift for helping organisations further their strategic goals by understanding future trends.

Patrick Dixon is often described in the media as Europe's leading futurist. He advises many of the world's largest corporations on key trends, managing uncertainty, identifying risk and developing opportunities. Patrick has successfully identified hundreds of future business innovations. He is a successful entrepreneur himself.

Ranked as one of the world's 20 most influential business thinkers alive by Thinkers 50 (2005), he is also the author of 12 books in 24 languages including Futurewise and Building A Better Business.

His website (http://www.globalchange.com) has had 12 million unique visitors and 1.6 million video views.

Each participant will receive a free copy of "Business Stripped Bare", Richard Branson's latest book.

Programme

12:00-13:15 Registration

13:15-13:30 Introductions, greetings, opening of the event

13:30-14:30 Session One – Dr. Patrick Dixon: “Take hold of the future or the future will take hold of you”
- Multimedia vision of the future: how to turn the global crisis into business success: reduce risk and maximise new opportunity. How key trends will impact your business and actions you can take now.

14:30-14:45 Session Two – SEV Chairman Mr. Dimitris Daskalopoulos, will greet the participants, deliver a brief speech on Entrepreneurship and introduce Sir Richard to them.

14:45-15:30 Session Three – Sir Richard Branson: “Business Stripped Bare”
Sir Richard Branson will talk about his Entrepreneurial Excellence and will share with the audience his vision on how an entrepreneur of his calibre can cope with the financial crisis (something that Virgin has dealt with successfully in the past). This will be a moderated Q&A session, heavily involving the Audience into the discussion.

16:00-16:30 Coffee Break

16:30-17:30 Session Four – Panel Discussion/Q&A:
Sir Richard Branson will discuss with leading Greek businessmen who have shown significant international Entrepreneurial Excellence in Business.

Dr. Patrick Dixon will lead the discussion and will be the panel moderator.

End of the Master Class

Note:

We may include a morning session as well without affecting the duration of the rest of the programme. The overwhelming interest of the public fed us with lots of excellent ideas and we very seriously consider to materializing some of them to your benefit.

SIMULTANEOUS INTERPRETATION INTO GREEK AND VICE VERSA

[Image of a book cover]
# Prothesis Great Leaders Series

## "Business Stripped Bare"

**Sir Richard Branson**

A Global Successful Businessman

27 May 2009
Neaera, The Athens Concert Hall, A. Triant Hall

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## PROTHEIS GREAT LEADERS SERIES

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## REGISTRATION FORM

**Company Details** (to be filled only in case an invoice is required)

**Company name:**

**Activity:**

**Address:**

City/Town: __________________________ Postal Code: __________________________

VAT No (AFM): __________________________ Local Tax Authority (DOY): __________________________

Tel.: __________________________ Fax: __________________________ E-mail: __________________________

**Contact Person:**

**Position:**

Tel.: __________________________

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## Participant Details – Business Executives

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<th>Normal Booking Participation Fee</th>
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<td>up to 20/5/09</td>
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**Total:**

Plus 19% VAT:

**Grand Total:**

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## APPROVED BY:

**Name:**

**Position:**

**Department:**

**Signature:**

**Date:**

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## Participant Details – Individuals

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</tbody>
</table>

**Total:**

Plus 19% VAT:

**Grand Total:**

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**Early bird and Early booking rates are valid if and only if full payment of the corresponding participation fee has been settled on time (one day before the relevant expiration date).**

In any other case, the rates will be automatically reassessed to the next corresponding fee category (as mentioned above).

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For any further information please contact the Registrar’s office (Tel: +30 210 66 01 290) or visit our website [www.prothesis.gr](http://www.prothesis.gr).

**Registration:**

In order to register, please:

a) Fill in the registration form and send it by fax to the Registrar’s office (fax numbers +30 210 60 38 117 and/or +30 210 66 01 267).

b) Send us an e-mail: branson@prothesis.gr.

c) Visit our website: [www.prothesis.gr](http://www.prothesis.gr) and e-register following the instructions.

d) Visit PROTHEIS SA offices: Ask for Mrs. Despina Travlou or Mrs. Maria Hadjivassiliki, 17th km Marathonos Ave., Trianaeni Street, 153 02 Pallini.

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**Methods of Payment:**

- Pay either by money transfer or cash deposit at the NATIONAL BANK OF GREECE, acc. number 180/4734725 (IBAN GR47 0101 8000 0000 1804 7034 725), or at EFG EUROBANK, acc. number 0026003712000308529 (IBAN GR042600371000007120308529) or at PIRAEUS BANK, acc. number 5009-017729-987 (IBAN GR 37 0172 0000 0056 0963 7729 987). It is essential to include the name of the participant(s) and the name of the company on the deposit slip and send it by fax either to +30 210 60 38 117, or +30 210 66 01 267.

- Pay by issuing a cashier’s or a company cheque for the full amount (participation fee plus VAT) in the name of the following beneficiary: PROTHEIS Business Consultants S.A., 17th km Marathonos Ave., Trianaeni Street, 153 02 Pallini, VAT number: 359401256, Tax Office: Athens FAEE.

- Pay by using a credit card (VISA or MASTERCARD). Visit our website and fulﬁll your payment obligations in 3 equal in amount and interest-free monthly payments, through the secure e-environment of EFG EUROBANK.

**Cancellation Policy (Terms & Conditions):**

In case you are unable to attend, we would be happy to welcome a colleague in your place. If you are forced to cancel, regardless whether you have made the payment or not, we need to be notified of your cancellation in writing. If this happens by May 10, 2009, a 30% cancellation fee will be applied. If it happens between May 11 and May 20, 2009, a 50% cancellation fee will be applied. After May 21, 2009 you will be charged the whole participation fee.

**Please Note:** By filling and sending this form to PROTHEIS SA, you agree and accept terms and conditions of the registration and cancellation policy.