

# NOW IS THE TIME FOR COLLABORATIVE INNOVATION

SIM Membership proudly presents the World's Best Management Thinkers to Singapore



## 29th SIM Annual Management Lecture & Senior Management Seminar

12 August 2010 (Thursday)  
Fairmont Singapore

### Dr Don Tapscott

Thinkers 50  
Top 50 Management Gurus  
Fellow, World Economic Forum  
Chairman, nGenera Insight  
Adjunct Professor of Management,  
Joseph L. Rotman School of Management, University of Toronto

**SIM Annual Management Lecture**  
**MacroWikinomics: Rebooting Business and the World**  
3 pm – 5 pm

**Senior Management Seminar**  
**Leadership, Creativity and Success in the Age of Collaborative Innovation**  
8.30 am – 12.30 pm

Register online: [www.sim.edu.sg/aml-sms.html](http://www.sim.edu.sg/aml-sms.html)

**Enjoy Savings!**  
Refer to the registration  
page for details

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# Senior Management Seminar (SMS)

Leadership, Creativity and Success in the Age of Collaborative Innovation

Limited to 100  
seats only!

## Date

12 August 2010

## Time

8.30 am – 12.30 pm  
(Registration and Buffet Breakfast  
from 8 am)

## Venue

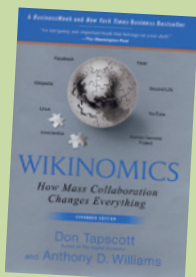
Fairmont Singapore  
(Raffles City Convention Centre)

## Fee

S\$850/ S\$950  
(SIM Members / Non-members)  
*SIM Membership Event Pass not  
applicable*

## Register by

31 July 2010



Each seminar participant will receive Dr Don Tapscott's best-seller **Wikinomics: How Mass Collaboration Changes Everything**

**The corporation may be going through the biggest change in a century. Thanks to the Web 2.0, companies are beginning to conceive, design, develop, and distribute products and services in profoundly new ways. Dr Don Tapscott addresses the seven new business models that will enable companies to innovate better and succeed in their industries.**

The old notion you have to attract, develop, and retain the best and brightest inside your corporate boundaries is becoming null. With costs of collaboration falling precipitously, companies can increasingly source ideas, innovations, and uniquely qualified minds from a vast global pool of talent. It is becoming clear that a new kind of enterprise is required – one that orchestrates resources, creates value and competes very differently than traditional firms.

Simultaneously a new generation of young people is the first to “grow up digital.” The Net Generation is the largest generation ever and has entered the workplace, marketplace and society. They are an unprecedented force for change.

## Key Learning Points

- How the Web 2.0 differs fundamentally from the old web. Rather than a platform for presentation of content is a computational platform enabling new modes of collaboration. It is here today.
- How social networking is becoming social production changing the way firms innovate and orchestrate capability.
- How four surprising principles drive competitiveness – peering, openness, sharing intellectual property and acting global.
- How seven new business models enable companies to innovate better and succeed in their industries: The Peer Pioneers, Ideagoras, Prosmuers, The New Alexandrians, Open Platforms, The Global Plant Floor and the Wiki Workplace.
- How by examining the Net Generation culture, business leaders can understand the emerging high performance culture or work and new approaches to management.

## Dr Don Tapscott



**Dr Don Tapscott**, one of the world's leading authorities on business strategy, is Chairman of nGenera Insight. He was founder and chairman of the international think tank New Paradigm before its acquisition by nGenera.

Don is an internationally sought-after writer, consultant and speaker on business strategy and organisational transformation. He has given more than 400 keynote speeches and presentations over the past five years. His clients include top executives of many of the world's largest corporations and government leaders from many countries. The Washington Technology Report called him one of the most influential media authorities since Marshall McLuhan.

Don is the author of 13 widely read books about information technology in business and society, most recently *Grown Up Digital: How the Net Generation is Changing Your World* (October 2008). The book is the sequel to *Growing Up Digital* (1998), which established him as one of the leading thinkers about the Net Generation. Immediately prior to this, Don wrote, with co-author Anthony D. Williams, *Wikinomics: How Mass Collaboration Changes Everything* (2006). *Wikinomics* was an international best-seller, #1 on the 2007 management book charts, and on *The New York Times* and *BusinessWeek* best-seller lists.

# SIM Annual Management Lecture (AML)

MacroWikinomics: Rebooting Business and the World

## Date

12 August 2010

## Time

3 pm – 5 pm  
(Registration, Networking and  
Tea Reception from 2 pm)

## Venue

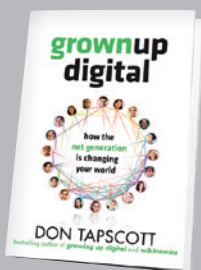
Fairmont Singapore  
(Raffles City Convention Centre)

## Fee

S\$450 / S\$550  
(SIM Members / Non-members)  
SIM Membership Event Pass not  
applicable

## Register by

31 July 2010



Each lecture participant will receive  
Dr Don Tapscott's best-seller  
**Grown Up Digital – How the Net  
Generation is Changing Your  
World**

**The collapse of the financial systems and the global economic crisis of 2009 were a wakeup call to the world. The pillars of economic and social life from the industrial economy have come to the end of their life cycle. How must our institutions change for a new century, new media, new generation and a new economy? The next decade is crucial. What is to be done?**

To transform the world for an Age of Intelligence, we need to re-architect the technology infrastructure for companies, government and just about every other institution in society. Dr Don Tapscott, best-selling author of 13 widely-read books, will present his first-ever keynote lecture in Asia about his upcoming book **MACROWIKINOMICS: Rebooting Business and the World** (September 2010, co-author Anthony D. Williams.)

## Key Learning Points

- How collaborative innovation is changing the way companies create value and compete.
- How five principles change the nature of companies and other organisations for the better – collaboration, openness, sharing, interdependence and integrity.
- How governments can transform their operations using the web, changing the way we create public value.
- How newspapers, media and the university need to change for the 21st century.
- How to reinvent healthcare and science for the age of collaboration.
- The role of the individual in providing leadership for the new paradigm.

## Thinkers 50 Top 50 Management Gurus

Translated into 20 languages, *Wikinomics* was a finalist for the prestigious *Financial Times/Goldman Sachs Best Business Book Award* and was chosen as one of the best books of the year by a number of publications, including *The Economist*.

Don is a frequent writer for the *Huffington Post*, *The Wall Street Journal*, *New York Times*, *Forbes*, *Business 2.0*, *The Financial Times*, *USA Today*, and *Business Week*, and has been interviewed and quoted widely in the broadcast media including *CNN*, *NBC*, *CBS*, *NPR*, and the *BBC*.

Don is Adjunct Professor of Management, Joseph L. Rotman School of Management, University of Toronto. He holds a B.Sc. in Psychology and Statistics, an M.Ed. specializing in Research Methodology, and two Doctor of Laws (Hon) granted from the University of Alberta in 2001 and from Trent University in 2006. He is involved extensively in the transformation of education, working with many universities, school boards and educational secretaries and ministers around the world. He is also working with government leaders around the world to reinvent the government for the digital era and strengthen democratic institutions. He is a Fellow of the World Economic Forum.

## SIM AML Programme

### 2 pm – 2.45 pm

Registration, Networking and Tea Reception  
(All participants to be seated by 2.50 pm)

### 2.50 pm

Welcome and Opening Remarks  
by SIM Annual Management Lecture 2010 Chairman,  
Mr Richard Eu, Group CEO of Eu Yan Sang  
International Ltd

### 3 pm

Lecture by Dr Don Tapscott  
MacroWikinomics : Rebooting Business and the World

### 4.30 pm

Q&A Session  
Have any questions for Dr Don Tapscott?  
Bring along your questions and take full advantage of  
this segment.

### 5 pm

End of Lecture  
Dr Don Tapscott will be available for a book-signing  
session at about 5.30pm at the ballroom foyer.

# REGISTRATION FORM

Please fax or send your registration form to:

**Jennie Koh / Jacqueline Low**  
**SIM Membership Programmes,**

Singapore Institute of Management, 41 Namly Avenue,  
SIM Management House, Singapore 267616. ■ Fax: 6462 5751

## Individual Registration / Contact Person for Group Registration

Please tick option boxes  accordingly.

AML  SMS  AML+SMS

Name (Dr/Mr/Mrs/Ms): \_\_\_\_\_

NRIC/Passport No: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Tel: \_\_\_\_\_

E-mail: \_\_\_\_\_ Mobile: \_\_\_\_\_

Individual Member  Corporate Member  Non-member  
Membership No: \_\_\_\_\_

## Payment Options

### Cheque

(Cheque should be crossed, marked 'A/C payee only' and made payable to Singapore Institute of Management. Indicate 'SIM AML/SMS 2010' at the back of the cheque. Post-dated cheque is not allowed)

### Credit Card

Card Type:  Visa  Mastercard

Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_ (Month/Year)

Name of Cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Invoice Request

Tick the box if you require the invoice to be sent to your company for payment. Invoice request is only for individuals sponsored by their companies. No invoice will be issued for non-corporate registration. Only receipts will be issued for non-corporate registrations.

## 4 Easy Ways to Register



[www.sim.edu.sg/aml-sms.html](http://www.sim.edu.sg/aml-sms.html)



+65 6462 5751



+65 6248 5898 / +65 6248 9448



[jenniekoh@sim.edu.sg](mailto:jenniekoh@sim.edu.sg) / [jacquinelow@sim.edu.sg](mailto:jacquinelow@sim.edu.sg)

## General Information

Registrations are on a first-come, first-served basis. Reservations will only be confirmed upon receipt of the relevant registration form(s) and payment.

## Substitution of Delegate(s)

SIM should be informed in writing for any substitution of delegate(s). Details of the new delegate(s) must be furnished for registration, billing and receipting purposes [where applicable].

## Refund

If notice of withdrawal is given in writing:

- Less than 2 weeks before commencement of event – 25% of fee is chargeable
- Less than 1 week before commencement of event or no show – full fee chargeable

## Cancellation and/or Postponement

SIM reserves the right to cancel and/or postpone the lecture/seminar due to unforeseen circumstances. All participants will be duly informed.

## SAVE WHEN YOU REGISTER BEFORE 30 JUNE

**\$50 (AML) / \$100 (SMS)** discount off the regular rates.  
Offer strictly for participants who make payment by **30 June**.  
(No date extension will be entertained.)

## Group Registration\*

Please reserve seats for the following delegates:

AML  SMS  AML+SMS

Name (Dr/Mr/Mrs/Ms): \_\_\_\_\_

NRIC/Passport No: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_

E-mail: \_\_\_\_\_ Mobile: \_\_\_\_\_

AML  SMS  AML+SMS

Name (Dr/Mr/Mrs/Ms): \_\_\_\_\_

NRIC/Passport No: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_

E-mail: \_\_\_\_\_ Mobile: \_\_\_\_\_

AML  SMS  AML+SMS

Name (Dr/Mr/Mrs/Ms): \_\_\_\_\_

NRIC/Passport No: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_

E-mail: \_\_\_\_\_ Mobile: \_\_\_\_\_

AML  SMS  AML+SMS

Name (Dr/Mr/Mrs/Ms): \_\_\_\_\_

NRIC/Passport No: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_

E-mail: \_\_\_\_\_ Mobile: \_\_\_\_\_

\* For more than 4 registrations, please make copies of this form or register online at [www.sim.edu.sg/aml-sms.html](http://www.sim.edu.sg/aml-sms.html)

## Register in a group to enjoy savings.

	AML (SIM Member/ Non-member)	SMS* (SIM Member/ Non-member)
Single ticket	S\$450 / S\$550	S\$850 / S\$950
Group of 5 registrations and above	S\$400 / S\$500	S\$750 / S\$850

(Fees are inclusive of 7% GST). \*SMS – Limited to 100 seats only!  
(SIM Membership Event Pass – Not Applicable)

## Not yet an SIM Member?

Look out for great Membership Sign-up Deals at the SIM Membership Booth on that day!

**One-day only!**

Existing SIM Members, bring your friends/contacts down to sign up as members and be rewarded under our Member-Get-Member Programme\*.

Enquiries: 6248 9451 / 9452 ■ Email: [membership@sim.edu.sg](mailto:membership@sim.edu.sg)

\*Terms and conditions apply.

## Members of The SIM Group

