

*Meet the Supply Chain Thought Leader*

# Dr. John Gattorna

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**Live in Dubai**

February 16-17, 2009  
Moevenpick Hotel, Dubai

## Living Supply Chains

2-day Master Class

Don't miss  
this fantastic opportunity  
to Spend 2 days with the  
Supply Chain Thought Leader.



Join this program and  
receive a Free  
Autographed Copy of  
**Dr. John's** most popular  
book titled as  
"Living Supply Chains"

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Organized By





# Dr. John Gattorna

Dr. John Gattorna, is generally regarded as a Global "Thought Leader" in the Supply Chain Management Space and is a highly sought after speaker internationally.

John Gattorna established and led Accenture's supply chain practice in ANZ/Southern Asia for several years, and was one of the Firm's most respected 'thought leaders'. Before joining Andersen Consulting/Accenture in 1995 he operated his own consulting company, specializing in marketing, logistics and channels strategy, servicing an international clientele.

John has authored/co-authored several books and numerous articles on marketing, marketing planning, pricing, customer service, channels strategy, logistics and supply chain management. His latest book, *Living Supply Chains: how to mobilize the enterprise around delivering what your customers want*, was published by FT Prentice Hall in June 2006, and is written specifically for C-level executives in major global enterprises. A Chinese language edition was published in November 2007, and an Indian edition has also been released. An earlier work, the *Gower Handbook of Supply Chain Management* (5th edn), published in 2003, is regarded as the definitive text on supply chain management theory and practice; rights to Chinese and Russian language editions have been granted, and the former was published in March 2004. An earlier book co-authored with Andrew Berger, *Supply Chain Cybermastery*, was published at the height of the e-commerce boom in 2001, and has since been translated into Chinese. *Strategic Supply Chain Alignment*, was published in 1998, and was the first publication to bring a behavioural dimension to the task of building high-performance supply chains. This book has since been translated into both Japanese and Chinese. A new edition is due in late 2008.

Although John originally came from industry he has a strong academic pedigree having taught undergraduate, post-graduate, and executive programs at the University of New South Wales and Macquarie University in Sydney; Oxford and Cranfield universities in the UK; and Normandy Business School, Le Havre, France. He currently holds Adjunct Professorships at Cranfield School of Management and Macquarie Graduate School of Management and is Chairman of the Advisory Board, at the Institute of Logistics & Supply Chain Management, Victoria University, Melbourne.

In the early 1990s, John was one of the original co-developers of the "Alignment" concept, and since then has continued to research, develop, and apply this powerful framework to the design and management of enterprise supply chains. His work has evolved into the current 'Dynamic Alignment' concept that he is applying to enterprise supply chains, globally.

Going forward, John intends to continue his research, teaching and writing in the supply chain space, and provide independent advice and mentoring to C-level executives and Boards around the world.

### Dr. John Gattorna's Books

2006

#### Living Supply Chains

how to mobilize the enterprise around delivering what your customers want.

Published June 2006, FT Prentice Hall, London.

- Chinese language edition published November 2007 by PHEI, Beijing.
- Indian edition First Impression, 2008, Delhi.

2003

#### Gower Handbook of Supply Chain Management

Aldershot: Gower Publishing

- Chinese language edition published by Century-Wave Co./PHEI, Beijing in March 2004.
- Russian language edition published March 2008.

2001

#### Supply Chain Cybermastery

Aldershot: Gower Publishing

- Chinese language edition published in 2002 by Century-Wave Co./PHEI, Beijing.

1998

#### Strategic Supply Chain Alignment

Aldershot: Gower Publishing

- Japanese language edition published in 1999 by Japan UNI Agency, Inc., Tokyo.
- Chinese language edition published in 2003 by Economic Management Publishing House, Beijing

1996

#### Managing the Supply Chain: a Strategic Perspective

London: MacMillan Press

# Benefits of Attending

By attending this event, you will gain a much clearer idea of which levers to pull to achieve sustained and dynamic 'alignment' with your target markets/customers, and new insights into what actions need to be taken to deliver quantum improvements in operational and financial performance.

The 2-day event will be conducted as a series of short lecture-style (albeit interactive) interventions, followed by a succession of diagnostics that each attendee (or company team) will complete based on current experience at their respective companies. This will provide immediate insights to take back to their companies and action.

It is strongly recommended that companies send small multi-disciplinary teams of executives for **maximum results**. These teams will have a much better chance of implementing the ideas presented during this seminar if they work through the material together.

The results will amaze you.

## Who Should Attend

All C-Level Executives (CEO, COO, CFO, CIO etc.)  
Managing Directors and General Managers  
Senior Executives, Supply Chain and Logistics  
Consultants VP, Director, Manager and Head of

- Supply Chain
- Procurement
- Logistics
- 3PL/4PL
- Distribution
- Finance
- Quality
- Operations
- Shipping
- Warehousing
- Information Technology
- Sales & Marketing
- Customer Service
- Human Resources
- Material Control
- Cargo Operations
- Freight Forwarding

**"This Master Class is for Executives of all Functions/Disciplines (Marketing, Finance, Logistics etc.) and their direct reports. Indeed, we encourage small multi-disciplinary teams to attend for best results. This Master Class is not only for the Supply Chain/Logistics Professionals as everyone in the business has a contribution to make in the effort of supplying customers"**

Dear Supply Chain Enthusiast,

You are very welcome to join us in this intensive 2-day Master Class designed to show how to design and operate your corporate supply chains. Your business will almost surely be over-servicing some customers, and under-servicing others. The problem is that you will probably be unaware of which is which.

The Living Supply Chains program will help you re-focus the enterprise-people, processes and technology-around meeting the needs of the right customers with the right responses. The program is based on empirical work in the field, and successful case studies will be studied and evaluated.

In addition to re-aligning the business and its supply chains, which can be a lengthy process, we will also look at the possible development of new business models with 'embedded alignment' capabilities, eg., 4PL. A case example of a 4PL in Oil & Gas will be presented and evaluated in detail.

Looking forward to meeting you and your team in Dubai on 16 Feb'08."

Best regards,

**Dr. John Gattorna**  
Supply Chain "Thought Leader"

## About the Event

Current methods of designing and managing Enterprise Supply Chains are static at best, and flawed at worst.

But the world of business and commerce is moving ever faster, and customers are becoming increasingly demanding. They want their specific demands met.

To meet these demands we need to adopt a fundamentally new business model for our Enterprise Supply Chains, and this seminar will present such a model, tried and tested around the world over the last decade.

This new model is founded on 'alignment' principles, ie., aligning the enterprise with its customers, suppliers, and third party providers. The model starts with the customer, and introduces you to a new way of interpreting customer needs, and offers a new way of segmenting customers (along behavioral lines). It is then possible to reverse engineer back into the enterprise from this solid point of reference.

Equally, on the inside of the enterprise we need to unravel the complexities of corporate culture (where all the forces of darkness lurk) in order to achieve better internal and external 'alignment'.

The premise of the ideas and work presented in this seminar is 20 years of field work, and the realization that people drive supply chains- everything else are simply enablers (or inhibitors).

Shaping up the internal culture to improve the execution of strategy involves several factors, including organization design, matching people and roles, process re-engineering, a more intelligent use of IT, careful selection of KPIs and corresponding incentives, appropriate training and development initiatives, role modeling, and enlightened recruitment. We will explore all these vectors of performance, and seek to show how they impact the performance of Enterprise Supply Chains.

Finally, one of the biggest influences on the way Enterprise Supply Chain perform is leadership style of the top team, and this vital ingredient will be put under the microscope in a way not previously seen in text books or seminars.

It is the presenter's contention that in the future, enterprise supply chains will be recognized as core to the business rather than just a specialist function within the enterprise.

# Program Outline

## Day 1 : Monday 16 February, 2009

08:00 AM - 08:30 AM	Registration and Morning Coffee
08:30 AM - 10:15 AM	Introductory comments <ul style="list-style-type: none"><li>• Outline, origins, and key components of the 'Dynamic Alignment' model</li></ul>
10:15 AM - 10:30 AM	Coffee Break
10:30 AM - 12:30 AM	Diagnostic Exercise 1: Segmenting your target markets along behavioral lines <ul style="list-style-type: none"><li>• Continuous Replenishment supply chains</li><li>• How to develop true 'strategic partnerships' with key customers and suppliers</li></ul>
12:30 PM - 01:30 PM	Lunch Break
01:30 PM - 03:00 PM	Lean supply chains <ul style="list-style-type: none"><li>• Using Network Optimization modeling techniques to resolve complexity in your supply chain networks</li><li>• The crucial importance of Sales &amp; Operations Planning (S&amp;OP)</li><li>• Supply chain KPIs</li></ul>
03:00 PM - 03:15 PM	Coffee Break
03:15 PM - 05:00 PM	Diagnostic Exercise 2: comparing current strategies with the ideal (as indicated by customer segments) <ul style="list-style-type: none"><li>• Agile supply chains</li><li>• Managing risk and disruption in enterprise supply chains</li><li>• Respective roles of 3PLs and 4PLs in extending corporate supply chains</li><li>• Diagnostic Exercise 3: 'Quick' culture map of your enterprise</li></ul>
05:00 PM	End of Day One

## Day 2 : Tuesday 17 February, 2009

08:00 AM - 08:30 AM	Registration and Morning Coffee
08:30 AM - 10:15 AM	Fully Flexible supply chains <ul style="list-style-type: none"><li>• Corporate Social Responsibility and supply chain sustainability</li></ul>
10:15 AM - 10:30 AM	Coffee Break
10:30 AM - 12:30 AM	Diagnostic Exercise 4: Mapping your leadership style <ul style="list-style-type: none"><li>• Putting it all together-overall conclusions from the diagnostics, and what to do about it.</li></ul>
12:30 PM - 01:30 PM	Lunch Break
01:30 PM - 03:00 PM	Review of new supply chain business models available, with particular emphasis on 4PL. <ul style="list-style-type: none"><li>• A Case Study of an Oil &amp; Gas 4PL in the Gulf will be presented and evaluated, and further opportunities in the Gulf will be explored.</li></ul>
03:00 PM - 03:15 PM	Coffee Break
03:15 PM - 05:00 PM	Conclusions and summary statements from each attendee in light of learning during the seminar.
05:00 PM	End of Day Two

# Living Supply Chains Dr. John Gattorna

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### REGISTRATION FORM

Yes, Please register the following personnel to attend the workshop  
(Use copies of this form for additional participants)

1st Delegate

Name Mr/Mrs/Ms

Position

Telephone

Fax

Email

2nd Delegate

Name Mr/Mrs/Ms

Position

Telephone

Fax

Email

3rd Delegate

Name Mr/Mrs/Ms

Position

Telephone

Fax

Email

4th Delegate

Name Mr/Mrs/Ms

Position

Telephone

Fax

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Position

Signature

Date

### 4 EASY WAYS TO REGISTER

- ① Call +971 4 214 9560
- ☒ Fax the registration form to +971 4 214 9501
- ✉ Email this form to [register@supplychainlive.com](mailto:register@supplychainlive.com)
- ✉ Mail this form along with Cheque/draft to  
**TCQ Triangle, P O Box 54620,  
Dubai, UAE**

### PRICES AND OFFERS

#### Fees

2 Day Master Class - **US\$ 2,500/- per delegate**

#### Early Bird Offers

Register by 16 January 2009  
Pay US\$2,350/delegate Save US\$ 150/-

Register by 16 December 2008  
Pay US\$2,200/delegate Save US\$ 300/-

Register by 16 November 2008  
Pay US\$2,050/delegate Save US \$450/-

#### Group Discounts \*

Register 3 delegates and the 4th delegate Attend FREE!

For more numbers, please contact us.

*\* Early Bird Discounts can NOT be used in Conjunction  
with Group Discounts*

### METHOD OF PAYMENT

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MANAGEMENT CONSULTING  
Bank Transfer A/C No. 1000635563  
Commercial Bank of Dubai  
Al Maktoum Branch  
SWIFT: CBDUAEAD

Invoice  
Contact Name:

Tel:

Fax:

#### Terms and Conditions

**Fees :** Are inclusive of programme materials and refreshments

**Payment terms:** Following completion and return of the registration form. Full payment is required within 5 days from receipt of invoice unless otherwise as stated in the invoice. TCQ TRIANGLE reserve the right to refuse admission, if payment is not received on time.

**Cancellation/Substitution:** If you are unable to attend, you can send a substitute delegate in your place. If this is not possible, a \$100 service charge will be payable. Registrations cancelled less than 2 weeks before the event must be paid in full. Cancellation must be received in writing by mail or fax before two weeks of the event. Non-payments and non-attendance does not constitute cancellation. If for any reason TCQ TRIANGLE decides to cancel or postpone the event, TCQ TRIANGLE is not responsible for covering airfare, hotel or other travel cost incurred by clients.

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