



12th Annual BMDA Conference

**“SUCCESSFUL
21ST CENTURY ORGANIZATION”**

COOPERATION PROPOSAL

**May 7-9, 2014
Riga, Latvia**

Host Institution



Riga Technical University



Sponsorship possibilities

BMDA Annual Conference **“Successful 21st Century Organization”** organizers are inviting you for cooperation and offer 3 options to partner in this exceptional event.

| | Gold Sponsorship | Silver Sponsorship | Bronze Sponsorship |
|---|-------------------------------------|-------------------------------------|-------------------------------------|
| | EUR 5,000 | EUR 3,000 | EUR 1,000 |
| Prior to the Conference | | | |
| Include logos in the Conference promotion materials | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| During the Conference | | | |
| Company logo displayed on screen at the beginning of every session. | <input checked="" type="checkbox"/> | | |
| Recognition on Conference Scientific Program | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Branded 1 social event | <input checked="" type="checkbox"/> | | |
| Acknowledgement of sponsoring company at the closing session | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to share business solutions during the 2 nd day or success stories during the 3 rd day of the Conference (20 - 25 min slot) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Recognition in Program Booklet (listing of sponsors) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Acknowledgement of sponsoring company at the opening general session | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Other benefits | | | |
| Attendance of 3 complimentary delegates | <input checked="" type="checkbox"/> | | |
| Attendance of 2 complimentary delegate | | <input checked="" type="checkbox"/> | |
| Attendance of 1 complimentary delegates | | | <input checked="" type="checkbox"/> |
| Logos of the companies in the Conference Book | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logos in the section of the BMDA IT portal dedicated to the Conference | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logos in the section dedicated to the Conference in monthly BMDA newsletter | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Description of the company's activities (up to 1/2 A4 page) in the section of the BMDA IT portal dedicated to the Conference | <input checked="" type="checkbox"/> | | |

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CONFERENCE FRAMEWORK

The idea of the Conference is to bring together international and local Business, Academic, and Consulting communities in order to share Business Solutions and Ideas for better management of any type of an Organization.

The uniqueness of the Conference is that during 3 days of activities very different groups of stakeholders – academic, business, and consulting communities interact, share ideas, and learn from each other.



Themes

The Conference consists of 3 days of intense and interactive spreading of concepts, methodologies, tools, and solutions for making an organization more effective and efficient.

During **“Academic solutions and Insights”** day (May 7, 2014), the academic and research community is going to present their research papers on variety of the topics related to **“Successful 21st century organization”**. After lunch the editors and representatives of various international and local research journals will be presenting the conditions for publishing in their journals and will be discussing the **“good research paper”** approach. The final session of the day will be dedicated for Academic leadership and will focus on International ranking and Institutional Quality assurance within Academic institution.

The **“Business Solutions FOR leading organizations”** day (May 8, 2014), is dedicated mainly to international and local business and non-profit organizations leaders and managers. The day is divided into 4 parts, during which the experienced international and local experts and consultants will be presenting Business solutions for the Companies. The unique format will give a chance to listen to up to 16 speakers during the day and to discuss with them the presented issues during the coffee breaks and lunch in the specially designated areas. The day will end up with the Reception, where all participants will have a chance to eat, enjoy glass of wine, discuss and interact with their colleagues and speakers.

The **“Business Solutions FROM leading organizations”** day (May 9, 2014), will offer the Success stories to be shared by the International and local business leaders on concrete successful implementation of managerial tools and concepts in their organization. The presentations will be followed by the company visits in Riga, where participants will be able not only to hear, but also to see the results of the successful management. The official part of the day will end up by the presentation of International Keynote speaker on the topic of the Conference. The Conference will end by Gala dinner.



The Benefits from the Conference

For Business community

Business leaders and managers will have a unique opportunity to hear the best concrete solutions and tools to be immediately implemented in their organizations. They also will have a chance to meet and discuss those solutions with various international and local experts, as well as to establish the direct contact with them and order their services if necessary. Business community also will be able to interact with their business colleagues as well as representatives of various academic institutions.

For Consulting community

Business consultants and coaches will have a chance to present their tools and technics for helping organisations to be more effective and efficient. Successful presentation and ability in short period of time to show their tools and technics contribution to the success of organisations will potentially lead to sales possibilities.

For Academic community

The researchers from Universities and Business schools will be able to present and, hopefully, publish on the later stage their research papers for international research community. They also will hear presentations of various international and local research journals and hear their requirements for publishing opportunities.

The academic leaders- Rectors and Deans- will be able to learn about various International ranking systems, Institutional and Program quality assurance and to have a discussion with representatives from those organizations.

Conference topics

- How to find out and satisfy your clients' needs better
- How to organize work within an organization more efficiently
- How to predict and satisfy the future needs of your clients
- How to lead the organization and compose complimentary teams
- Success stories from Business Leaders
- The Role of BMDA in Integrating cooperation between Business and Academia
- Client satisfaction
- Time management
- Leadership
- Innovations and Creativity
- CRM systems
- Motivation and administration of organization
- Award systems



“Successful 21st Century Organization”

CONFERENCE PROGRAM

May 7 Academic Solutions and Insights

9:00-10:30 Presentations of research papers in one of the following tracks:

- ⇒ *The Role of the leader Empowering the Organization’s Success*
- ⇒ *Innovations and Technology Transfer for Bridging Academia and Business*
- ⇒ *Sustainability and Social Responsibility Practices Leading to the success of an Organization*
- ⇒ *The Role an Impact of MEI on Success of the Company*

10:30-11:00 Networking coffee

11:00-12:30 Presentations of research papers by International and local representatives of academic community (continued)

- ⇒ *The Role of the leader Empowering the Organization’s Success*
- ⇒ *Innovations and Technology Transfer for Bridging Academia and Business*
- ⇒ *Sustainability and Social Responsibility Practices Leading to the success of an Organization*
- ⇒ *The Role an Impact of MEI on Success of the Company*

12:30-13:30 LUNCH

13:30-15:00 Editors word —How to write a sound research paper (the view of representatives from International research journals)

15:00-15:30 Networking coffee

15:30-17:00 PARALLEL SESSION 1 — Newest Academic resources for Academic Community.

Presentations from representatives of International publishing companies on tools and resources for academic community

15:30 -17:00 PARALLEL SESSION 2 — Quality Assurance and International rankings of Higher Education Institutions

Presentation of representatives from various Quality Assurance organizations and Ranking Agencies

17:00 Coffee, wine, snacks



May 8 Business Solutions FOR Leading Organizations

9:00-9:10 OPENING

9:10-10:30 PART 1 - How to find out and satisfy your clients' needs better

The Topics to be covered in the session:

- ⇒ Sales techniques and approaches
- ⇒ Client relationship management (CRM) systems and communication with client
- ⇒ Client retention
- ⇒ Feedback from and to the client
- ⇒ How to test the right product, etc.

10:30-11:00 Networking coffee (during the coffee break, the participants will have a chance to ask questions and to discuss with the particular speaker of their interest)

11:00-12:30 PART 2 – How to organize the work within organization more efficiently

The topics to be covered in the session:

- ⇒ Time management solutions
- ⇒ Managing meetings efficiently and effectively;
- ⇒ Lean, Kaizen, Sigma systems, etc.
- ⇒ Software systems for increasing efficiency
- ⇒ Accounting systems

12:30-13:30 LUNCH

13:30-15:00 PART 3 – How to predict and satisfy the future needs of your client

The Topics to be covered in the session:

- ⇒ How to assure innovation in the organization
- ⇒ How to accelerate creativity within company
- ⇒ Developing entrepreneurial spirit within organizations, etc.

15:00-15:30 Networking coffee

15:30-17:00 PART 4 – How to lead the organization and compose complimentary teams

The Topics to be covered in the session

- ⇒ Leadership charisma and styles
- ⇒ Team building within organization
- ⇒ How to find the “right” people
- ⇒ How to compose the complementary team
- ⇒ How to motivate people and make them feel accountable, etc.

17:00 WELCOME RECEPTION



May 9 Business Solutions FROM Leading Organizations

9:00-10:30 Success stories from Business Leaders

*During this session, Business Leaders are going to share their successful implementation of various managerial tools within their organizations.
Questions and answers*

10:30-11:00 Networking coffee

11:00-14:30 Visits to the Leading Business companies (including LUNCH)

The participants of the Conference are going to visit the leading Latvian Business Companies to get acquainted with their success stories

14:30-15:00 Networking coffee

15:00-15:30 Company visits review

15:30-16:00 The Role of BMDA in Integrating cooperation between Business and Academia

16:00-16:40 Key-note Speech “Leading Your Self: Achieving Sustainable Excellence and Converting Knowledge into Performance”, Dr.Jagdish Parikh



Dr. Jagdish Parikh

***Dr. Jagdish Parikh** (India), Chairman of A. L. Movers Pvt. Ltd and Director of the Lemuir Group of Companies.*

16:40-16:50 Presentation of the next year’s venue

16:50-17:10 Closing remarks of the Conference

19:00 GALA DINNER



12th Annual BMDA Conference

“SUCCESSFUL 21ST CENTURY ORGANIZATION”

May 7-9, 2014 in Riga, Latvia

ORGANIZER

Baltic Management Development Association (BMDA)

Carrying out the idea to create a regional management development network, initiated by universities, business schools, individual professors, and business professionals from the Baltic region and other countries, the **Baltic Management Development Association (BMDA)** was founded at the end of 2002. From the very beginning, the Association started to induce the quality of management development in the Baltic region and beyond through promoting research, offering educational services, and networking opportunities for management development institutions and business enterprises.



Each year, the major Management development event of Baltic Management Development Association (BMDA) takes place. The Annual Conference of BMDA usually takes place in one of its member countries. Every Conference covers the topics related to the most current challenges in management development that are specific to the particular region where the Conference takes place. One more important task for each Conference is to promote the cooperation between Business and Institutions of Management Development. After each Conference, the Proceedings summarizing and covering the content and most admirable moments of the event, are produced either in print or in a CD format.

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For more information, please contact:

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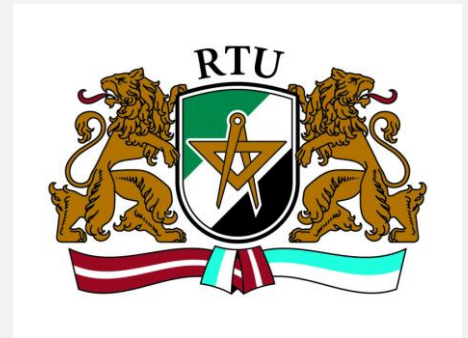
For more information and latest Conference updates, please visit www.bmda.net



HOST INSTITUTION

Riga Technical University

Riga Technical University is the first technical university in the Baltic countries – its history dates back to 1862 when Riga Polytechnic was founded. Long lasting traditions, advanced teaching methods, new technologies and innovative approach provide the University with the opportunity to ensure research excellence and offer exciting full-time or part-time studies in RTU in Engineering Sciences, Technologies, Natural and Environmental Sciences as well as in Architecture and Engineering Economics.



Riga Technical University is an accredited internationally recognized European university that consists of 8 faculties and 35 institutes. It is the second largest university in Latvia by number of students, and it has the greatest number of state funded students.

The world is changing and University has to be prepared to take advantage of the challenges and opportunities offered. RTU is to become one of the leading universities in consolidating the research community in Latvia, Europe and the entire world.

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Conference venue

BMDA Conference “Successful 21st Century Organization” will be held at Riga Technical University Campus.

«RTU – a City within the City» is underway at Kipsala, Riga. The Project envisages setting up one of the most advanced engineering study centres in the Baltic region, thus providing students, researchers, and industry representatives with up-to-date research opportunities and infrastructure.

