

presents the

CIM SUMMIT 10th Anniversary 2017



**Admission
free**
(Participation
subject to
confirmation)

THRIVING THROUGH INNOVATION: ENTREPRENEURSHIP MEETS ACADEMIA

Featured Speakers



Anastasia Leng,
Entrepreneur,
CEO Picasso Labs,
San Francisco, USA
*The Art and Science
of Start-Ups*



Jochen Menges,
Lecturer in Organisational
Behaviour, Judge Business
School, University
of Cambridge, UK
The Acceleration Trap



Dr. Nancy Puccinelli,
Associate Fellow at
Oxford University's Green
Templeton College, UK
*The New Psychology of
Marketing*



Riley Newman,
Former Head of
Analytics, Airbnb, USA
*Building a Unicorn:
How Airbnb Used Data
Science to Navigate
Hypergrowth*

The Summit is placed under the Auspices of the President of the House of Parliament, Mr. Demetris Syllouris

Saturday 8 April 2017 | 08:30 - 13:00 | Bank of Cyprus Headquarters (Ayia Paraskevi) | Nicosia

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Coordinator



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Organiser



The Summit

The CIM Summit 2017 is a reference point in the field of Management and Marketing studies in Cyprus and the rest of Europe. The CIM Summit is organised on an annual basis and aims to provide the opportunity to Cypriot firms to be informed about the latest developments in the areas of Management and Marketing. The speakers include world-renowned academics from Europe's leading Business Schools, as well as successful professionals, and they are invited to share their knowledge with attendees representing the leading companies of Cyprus and Europe.

CIM Summit 2017 marks the 10th Anniversary of the CIM Summit.

Objectives

The main objectives of the Summit are to inform and educate Cyprus' managers and executives. Moreover, it also provides a platform for managers and executives to network and discuss the latest developments in their respective fields. Finally, by organising this Summit, the CIM actively promotes research and offers added value to its members and alumni who are encouraged to attend.

Audience

- Business Executives;
- Senior Government Officials;
- Marketing Managers;
- Human Resource Managers;
- Sales Managers;
- Production Managers;
- Logistics Managers;
- Brand Managers;
- And any other executive who would like to be informed on the latest trends in Management and Marketing.

Summit Details

Saturday 8th April 2017, 08:30am, Bank of Cyprus Headquarters (Ayia Paraskevi), Nicosia

Entry to the event is FREE (registration is essential). Any registration is subject to confirmation by the Coordinator.

A Certificate of Attendance is going to be awarded to all participants.

Organiser



The Cyprus Institute of Marketing (CIM)

The Cyprus Institute of Marketing (CIM) was founded in September 1978 and operates in Nicosia and Limassol. As the first Business School in Cyprus, its main purpose has always been to fill the gap that exists in Cyprus' tertiary education by offering high-quality education to in-career individuals. When, in 1978, CIM pioneered by offering Management and Marketing Degrees in Cyprus, most companies had not yet recognised the importance of marketing and management in business activity; that corporations have now acknowledged the prominence of the sciences of marketing and of management is a testament to the immense impact CIM has had on business activity in Cyprus. Since then, CIM has expanded into areas beyond Management and Marketing, offering Diplomas and Degrees in Banking, Insurance, Finance, Shipping, European Studies, Financial & Computer Studies and an MBA. Running evening-only classes, CIM combines theory and practice. CIM has won the respect of the Cyprus business world and, with more than 5,000 alumni in Cyprus and abroad, it is the leading Business School in the country.





Anastasia Leng, Founder & CEO, Picasso Labs, USA

Anastasia Leng is the founder & CEO of Picasso Labs, a venture-backed company that develops artificial intelligence to power creativity. Through image recognition technology, their creative intelligence software measures how specific visual factors impact users' reactions to imagery and video. Picasso Labs was recently selected as one of Unilever's 50 most innovative marketing companies of 2016. Prior to that, Anastasia co-founded Hatch.co, an ecommerce company that was selected as one of Time Magazine's Top 10 Startups to Watch in New York, one of TimeOut NY's Best New Shopping Sites of 2013, as well as one of the four most innovative retail companies by the National Retail Federation. Prior to Hatch, Anastasia spent 5+ years at Google, working in New Business Development and Product Marketing. She led entrepreneurship efforts in Europe, Africa, & the Middle East and was responsible for early-stage partnerships for Google Voice, Chrome, and Wallet. Anastasia graduated from the University of Pennsylvania with a triple major in Psychology, Sociology, and French. She's been a nomad all her life and has lived in Bahrain, Vietnam, Hungary, Russia, France, England, and the US.



Jochen Menges, Lecturer in Organisational Behaviour, Judge Business School, University of Cambridge, UK

Jochen's research focus is on the social dynamics between leaders and followers and on the role of emotions and motivation in organisational life. Jochen examines, for example, what makes leaders charismatic, how charismatic leaders affect followers, how leaders infuse emotions in those who look up to them, how leaders develop and use emotional intelligence, how emotions spread to affect collectivities, and how organisations can create cultures that feature high levels of engagement and low levels of exhaustion. In his research, teaching and consulting, Jochen has worked with companies and organisations such as Ambrosetti, British Telecom, Google, Jaguar Land Rover, L'Oreal, Microsoft, Nordea, Save the Children, Waldburg Zeil Hospitals, and The World Bank. Jochen has taught at start-up incubators such as Plug & Play in Silicon Valley and The Venture Cafe Foundation in Boston. Jochen is also an expert on the medium-sized companies of the Mittelstand, the backbone of Germany's economy. He led a major employer quality assessment study, for which he evaluated more than 450 Mittelstand companies in Germany regarding their potential to attract and retain talent. Jochen is amongst the founders of the Experimental Laboratory at Cambridge Judge Business School. He conducts carefully controlled experiments to understand the causality of the social dynamics that he observes in organisations. Jochen has been a Consulting Editor of the scientific journal *Emotion*. His research has been featured in the media around the world, for example, by the BBC, CNN, The Economist, The Financial Times, Le Monde, NPR, The Wall Street Journal, and Die Zeit.



Dr. Nancy Puccinelli, Associate Fellow at Oxford University's Green Templeton College, UK

Dr. Puccinelli is one of the world's leading experts in consumer behaviour and the psychology of marketing. Her work informs the understanding of how surprising environmental cues drive consumer decisions in retail stores. She has been a consultant to some of the world's largest companies including the HMRC, Spencers (leading Indian retailer), CVS (largest US chemist), American Chamber of Commerce, Dakar-Senegal, Four Seasons Hotels, Coca-Cola and Procter & Gamble. She serves on the board of one of the leading mobile advertising companies, AdMaxim. She also serves on the editorial boards of the *Journal of Marketing*, the *American Journal of Business*, and the *Journal of Consumer Marketing*. She has published in leading journals such as the *Journal of Marketing*, *Journal of Business Research*, *Journal of Consumer Psychology*, *Journal of Marketing Management*, *Journal of Nonverbal Behaviour*, *Journal of Retailing*, and *Psychology & Marketing*.



Riley Newman, Former Head of Analytics, Airbnb, USA

Riley Newman was one of the first employees at Airbnb, joining at a time when the company was largely unknown. Over the course of the subsequent 6 and a half years, he helped grow the company in over 190 countries while building its Data Science organization from the ground up. As of his departure in July 2016, he managed one of the largest and most advanced data science teams in Silicon Valley and the company was valued at over \$30 billion. He holds an MPhil in Applied Economics from Cambridge and degrees in Economics and International Relations from the University of Washington.

08:30-09:00	Registration
09:00-09:15	Opening Ceremony <ul style="list-style-type: none">- Welcome by the Chairman of the Summit, John Vickers, Editor Gold Magazine- Welcome address by Yangos Hadjiyannis, Deputy -Director-General, CIM- Welcome address by Dimi Morozof, CEO, Green Energy Group- Welcome address by Demetris Syllouris, President of the House of Parliament
09:15-09:45	The Art and Science of Start-Ups <p>With a success rate of less than 10%, starting a company is the riskiest bet you'll ever make. Since departing Google and founding two companies, Anastasia has spent five years thinking about the factors that lead to startup success and the attributes of founders who make it big. In this brutally honest talk, Anastasia will discuss the art and science of startups, including the many mistakes made along the way that she hopes other founders can learn from as they embark on their own startup journey.</p> Anastasia Leng, Entrepreneur, Founder & CEO, Picasso Labs, USA
09:45-09:50	Questions and Answers
09:50-10:20	The Acceleration Trap <p>Faced with intense market pressures, companies often take on more than they can handle: they increase the number and speed of their activities, raise performance goals, shorten innovation cycles and introduce new management technologies. For a while, they succeed brilliantly but eventually the frenetic pace starts to sap employees' motivation and, ironically, begins to hamper performance. As a result, exhaustion and resignation begin to blanket the company, with dire consequences for all. I call this problem 'The Acceleration Trap'. In my talk, I will explain how you can find out whether your company is in the Acceleration Trap, how you can break free from the trap, and how to avoid excessive acceleration in the future.</p> Jochen Menges, Lecturer in Organisational Behaviour, Judge Business School, University of Cambridge, UK
10:20-10:25	Questions and Answers
10:25-11:00	Coffee Break
11:00-11:30	The New Psychology of Marketing <p>Dr. Nancy Puccinelli applies psychology to customer decision making at Oxford University with special expertise in predicting consumer behaviour in difficult economic times. In particular she will focus on how entrepreneurs can use customer behavior to disrupt sleepy incumbents.</p> Dr. Nancy Puccinelli, Associate Fellow at Oxford University's Green Templeton College, UK
11:30-11:35	Questions and Answers
11:35-12:05	Building a Unicorn: How Airbnb Used Data Science to Navigate Hypergrowth <p>In less than a decade, Silicon Valley startup Airbnb grew from an airbed on the floor of a San Francisco apartment to a \$30 billion dollar company that has changed the way people travel all over the world. Many stories of the company's growth focus on the products and marketing campaigns we launched that resulted in our growth. But what happened behind the scenes to make these efforts successful? This talk will examine some of the key challenges Airbnb faced and how the company's culture and use of data helped overcome them.</p> Riley Newman, Former Head of Analytics, Airbnb, USA
12:05-12:10	Questions and Answers
12:10-12:40	Panel Discussion
12:40-13:00	Closing Ceremony – Proclamation of 2017 CIM Honorary Fellows Award of Certificates

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GDL Green Energy Group

GDL Green Energy Group is a dynamic group operating in the field of “green energy” in Cyprus. It consists of a flexible structure of specialized companies which provide products and services in relation to Renewable Energy Sources and Energy Conservation. With many years of experience and highly qualified staff, the group offers integrated solutions with a range of specialized products and services such as: Photovoltaic Systems, Solar Thermal systems, Heating / Cooling, ESCO Projects and Energy saving studies.



MetLife Europe Ltd (Cyprus Branch)

MetLife, Inc. (NYSE: MET), through its subsidiaries and affiliates (“MetLife”), is one of the largest life insurance companies in the world. Founded in 1868, MetLife is a global provider of life insurance, annuities, employee benefits and asset management. Serving approximately 100 million customers, MetLife has operations in nearly 50 countries and holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East. For more information, visit www.metlife.com

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Special Partner



Bank of Cyprus

Bank of Cyprus Group is the leading banking and financial services group in Cyprus, which provides a wide range of financial products and services, including retail and commercial banking, finance, factoring, investment banking, brokerage, fund management, private banking, life and general insurance. It operates through a total of 129 branches, of which 123 operate in Cyprus, 1 in Romania, 4 in the United Kingdom and 1 in the Channel Islands. Bank of Cyprus also has representative offices in Russia, Ukraine and China.

Coordinator



IMH

IMH is the largest business knowledge and information transfer organisation in Cyprus. Its services include the coordination and running of conferences, seminars and commercial exhibitions, specialist business media publishing and human resources consulting. Every year, IMH organises more than 80 conferences related to every sector of the market, commercial exhibitions and training seminars, and undertakes the entire process of five business award ceremonies. IMH publishes the only dedicated business magazines in Cyprus: the Greek language monthly IN Business and the English-language monthly Gold, which are read by tens of thousands of Cypriot and non-Cypriot professionals, managers and entrepreneurs. It also operates the magazines’ accompanying news portals, the IN Business Portal (www.inbusinessnews.com), the GOLD Portal (www.goldnews.com.cy) and the РЕΠΟΡΤΕΡ Online (www.reporter.com.cy). IMH also delivers via e-mail the IN Business Daily Newsletter, the GOLD News Daily Newsletter and the РЕΠΟΡΤΕΡ Newsletter. The IMH Business Development Department bids for tenders published by local public sector bodies, the European Union and other international organisations. Through its activities, IMH gives businesses a chance to develop, to network, to find new clients and business associates, to communicate with new audiences and discover growth opportunities. www.imhbusiness.com





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- Registration is subject to availability of places.
- Registration may only be completed if the target audience criteria are met.
- Registration is only valid when a confirmation email is received.

BOOKING FORM (PLEASE RETURN BY FAX TO +35722679820)

Registration Deadline: 5 April 2017

**Admission
free**

Delegate Information

Company/Organisation:

Address: City: Postal Code:

Telephone: Fax:

E-mail: Website:

1st Participation

Mr Mrs

Name:

Job Title:

E-mail:

2nd Participation

Mr Mrs

Name:

Job Title:

E-mail:

3rd Participation

Mr Mrs

Name:

Job Title:

E-mail:

4th Participation

Mr Mrs

Name:

Job Title:

E-mail:

Cancellations must be received no later than the 5th April 2017, by email or by post.



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