



Event Managed by  
**SIDAT HYDER MORSHED  
ASSOCIATES (PVT) LTD**  
Management Consultants

## WHAT YOU NEED TO DO TO PARTICIPATE

You can participate in BPD 2007 as a delegate by registering yourself and attending the various presentations and panel discussions either in Karachi or in Islamabad.

You can also participate in BPD 2007 as a promotional partner by sponsoring banners and advertisements.

For more information, please contact

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**Best** 2007  
**Practices day**  
One day conference of the "Best in Class Companies"

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THE NEWS



**Aim to grow**

27th November 2007  
Karachi, Sheraton Hotel

29th November 2007  
Islamabad, Marriott Hotel

## BEST PRACTICES DAY 2007

Sidat Hyder Morshed Associates (Pvt.) Ltd is privileged to announce its flagship event; the Sixth annual Best Practices Day Conference is being held on 27 November 2007 in Karachi. We are pleased to announce that Best Practices Day is now also being held in Islamabad for the first time on 29 November 2007.

## AIM TO GROW

Pakistan is rapidly moving at a pace which is at par with the evolving global market and is at the brink of becoming a key player in the world's economy. At a time such as this - when large national, multinational, private and public organizations are ideally positioned to optimize their growth and organizational success; the sharing and learning of best practices is unique in that it provides an impetus for organizations to aim for those practices that eventually lead to focused, positive growth. The interactive learning environment at Best Practices Day provides the opportunity to learn from the Best in Class organizations.

Best Practices Day is a unique and comprehensive one day conference that offers an intensive learning experience as well as exceptional networking opportunities with participants representing a diverse range of industries and functional specializations.



## KEY THEMES...

An array of reputed speakers and panelists from diverse business sectors and different functional specializations will address key aspects which typically include the following:

Customer Relationship Management  
Corporate Values and Ethics  
Inventive Marketing  
Financial Management  
Reward Management  
People Management  
Operations and Quality Assurance  
Innovative Product Development  
IT Enabled Work Processes  
Brand and Trade Activity  
Sales Management  
Change Management

## THE CONFERENCE

Best Practices Day is a day of stimulating presentations and interactive panel discussions, with the opportunity to network with business leaders and senior executives from across Corporate Pakistan. As various presentations are taking place concurrently, participants have the opportunity to learn, share and interact according to their specific field of interests and areas of focus.

## WHY YOU SHOULD ATTEND

Best Practices Day 2007 is an unparalleled opportunity for participants to gain valuable insight into the best practices of other companies. The sharing of such knowledge helps companies to benchmark, identify areas of development and achieve organizational success.

BPD 2007 is structured so that participants may:

1. Understand proven methods shared by subject matter experts
2. Gain first hand insights on benchmarking and measurement
3. Learn about real-world challenges and successful solutions
4. Interpret and apply best practices across a variety of business functions
5. Showcase their organizational successes and gain industry-wide recognition
6. Network with their peers, customers, and industry experts

