

Best Practices day

2009

One day conference of the "Best in Class Companies"



Survive
Sustain
Succeed

SIDAT HYDER

BEST PRACTICES DAY 2009

*Sidat Hyder Morshed Associates (SHMA) is pleased to announce its signature annual event, Best Practices Day 2009, on **12th November, 2009 in Karachi** and **19th November, 2009 in Lahore.***



Survive, Sustain and Succeed

Organizations today face unprecedented challenges. In the emerging business and economic environment, where downsizing, political uncertainties, and business closures are not uncommon, survival has become the prime goal for many organizations.

Pakistan like the rest of world has been impacted by this climate, albeit to a lesser degree. With the future more uncertain than ever, it is in times like these that the application of the most effective, innovative and practical solutions may hold the promise for a better future.

Best Practices Day 2009 (BPD) provides a platform for participating organizations to gain through the experience and achievement of the 'Best in Class'. An interactive corporate event with presentations and stimulating panel discussions, fostering the exchange of the best practices, BPD provides an opportunity for organizational success. Representing a range of industry and functional specialists, BPD,

brings together key players of corporate Pakistan to share, discuss and acquire ideas enabling their organizations to flourish.

The BPD 2009 theme "Survive, Sustain, and Succeed" attempts to encapsulate the corporate mindset as it exists today. It recognizes that the longer term objective of corporate entities "to succeed", continues to hold relevance for all of us, although many organizations are focusing on imminent strategies to survive and sustain in these challenging times. BPD 2009 aims to bring together a range of organizations to share, exchange ideas, and learn of best practices and solutions that can provide impetus for longer term sustainability and success.

Key Themes

Best Practices Day 2009, will showcase the views and strategies of reputed business leaders who will highlight the best practices of their companies across a range of functional areas relevant to corporate managers and executives. This year some of the major functional areas, in which experts may share their best practices during the one-day conference, may include but not be limited to:

- *Marketing Management*
- *Supply Chain*
- *Human Resources*
- *Financial Management*
- *Brand Management*
- *Corporate Values and Ethics*
- *Corporate Social Responsibility*
- *Corporate Governance*
- *Corporate Culture*
- *Operations and Quality Management*
- *Customer Services*
- *Organizational Change*
- *Business Research*



12th November, 19th November,

The Conference

Best Practices 2009 showcases the strategies, processes and approaches adopted by the 'Best in Class' companies that is believed to have contributed to their sustainability and their ongoing successes. Through stimulating presentations, panel discussions and interactions with business leaders and decision makers, participants are given the opportunity to share, learn and develop Best Practices in their own organizations and create synergy across corporate Pakistan.



Why You Should Attend

BPD serves to bring together individuals from the business community to achieve corporate excellence. For the 8th time in Pakistan, Best Practices Day will enable delegates to:

- Gain from the experiences of professionals; understand the challenges faced by organizations and successful solutions.
- Network with members of the business community in an environment that fosters learning and sharing.
- Obtain a different perspective on their organizations strategies thereby enabling them to assess their strengths and areas for development.
- Gain an insight to current best practices in various spheres of corporate activities, and use that knowledge to facilitate the performance in their respective organization.

What You Need To Do To Participate

a. Branding and Sponsorship Opportunity

SHMA offers organizations the opportunity to Sponsor this signature annual event by being a "Sponsor" or "Associate Sponsor" in one or both cities.

Other branding opportunities include*:

Delegate Cards	Pack of 5 Pack of 10 Pack of 15 & Above
Souvenir Magazine advertisement	B/W Full Page Color Full Page
Banners	Minimum of 3
High Tea	Exclusive sponsorship per city

* May be availed at different rates for one or both cities

For further details of what benefits our Sponsors enjoy and how your organization can support Best Practices Day, contact us on the numbers/emails provided below

b. Attend Best Practices Day

You can nominate representatives from your organization to attend this annual event, by filling out the enclosed registration form and sending it back to us on the address provided below:



KARACHI OFFICE:

Sidat Hyder Morshed Associates (Pvt) Ltd
601, Beaumont Plaza,
Beaumont Road, Karachi

Alternatively you can email your form at:

Sadaf.rajpoot@sidathyder.com.pk
Syed.arslan@sidathyder.com.pk or

fax us on (92-21)5685625

For further information please
contact our representatives

Sadaf Rajput or Syed Arslan
on (92-21) 5693521 ext. 387

LAHORE OFFICE:

Sidat Hyder Morshed Associates (Pvt) Ltd
3rd floor 18th Commercial Zone, Liberty Market,
Gulberg III Lahore

Alternatively you can email your form at:

Nazish.peracha@sidathyder.com.pk
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fax us on (92-42) 35763025

For further information please
contact our representatives

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on (92-42) 35789725-28 ext.105



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