



Best 2010
Practices day
One day conference of the "Best in Class Companies"

Synergize
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BEST PRACTICES DAY 2010

*Sidat Hyder Morshed Associates
(SHMA) is pleased to announce its
signature annual event,
Best Practices Day 2010,
on **19th October, 2010** in **Karachi**
and **27th October, 2010** in **Lahore.***

KARACHI - 19th October - Defence Authority Country & Golf Club

LAHORE - 27th October - Royal Palm Golf and Country Club

SEE (Synergize→Empower→Engage) the Future

As the light from hope of recovery spreads across our corporate landscape, breaking through the widening cleft across the receding cloud of the economic downturn, we find ourselves at a new junction; in a contrast so overwhelming that before the corporate leadership can pick up and dust off, it could not but feel daunted by the sheer enormity of the challenges that lie ahead. Yet, there is something unique about the FUTURE that we SEE today, as it is no more defined by the gloom and doom; rather, it is painted in colors that represent our resilience, potential, and the defying human spirit that saw us sail through turbulent tides of recession and natural disasters; colors that are mixed in determination and perseverance. The corporate world needs to realize and recognize that as the new horizon emerges, we are able to SEE the Future which signifies the need for Synergy, Empowerment and Engagement in the workplace.



Empower

The BPD 2010 theme “SEE (Synergize→Empower→Engage) the Future” attempts to harbor this newfound hope. It answers the call of the time that has never demanded more to build on the strength of these core values. It envisages a path to a greater success through Synergy, a virtue that exponentially unleashes the combined human potential; and it believes that real Synergy can only be created through Empowerment, a virtue that awards freedom through responsibility; and it recognizes that even empowerment is truly embraced only through continued Engagement. Hence, BPD 2010 aims to bring together a range of organizations to share, exchange ideas, and learn of best practices and solutions, so that together we can create the Future, as we wish to SEE it.

Best Practices Day 2010 (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.

Key Themes – Best Practices Day 2010

Best Practices Day 2010, 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

** Details regarding participation as Delegates and Sponsors in BPD 2010 are on the back side*



the future

SIDAT HYDER


The Conference

Best Practices Day 2010 showcases the strategies, processes and approaches adopted by the 'Best in Class' companies that are believed to have contributed to their sustainability and 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 9th 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 organization's 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. Our sponsors have the advantage of availing the unique branding and marketing opportunities available with the event

Sponsorship and Associate Sponsorship in one or both cities

Other branding opportunities*

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

To share your best practices, 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

waqar.hasan@sidathyder.com.pk

or fax us on (92-21)35685625

For further information please call our representatives

Sadaf Rajput or Waqar Hasan

on (92-21) 35693521 ext. 387, 345

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

For further information please call our representative

Nazish Peracha

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



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