



39th
International
Conference


Persona GLOBAL®

September 1 - 6, 2017
Michelangelo Hotel
152 W 51st Street
New York City, New York, 10019 U.S.A

CONFERENCE AGENDA

PRESENTATIONS, WORKSHOPS & CERTIFICATIONS:

- Popular!** Color Accounting® 
- Popular!** Emotional Capability Profile 
- Resilience 
- New!** NeuroView 
- Management Puzzle / Business Strategy 
- Updated!** Professional Presentation 'Live' Simulation System 
- New!** SIMSales / SIMTalent 
- Popular!** Storytelling for Leaders® 
- Popular!** Storytelling For Sales™ 
- New!** SIMULAPP 
- Popular!** The Persuasive Communicator® 

*If you are interested in getting a certification on the above programs,
please contact info@personaglobal.com for arrangement.*



Thriving in the years of disruptive change!

CONFERENCE AGENDA

Pre-Conference Certification


Friday, September 1st, 2017

FACILITATOR	TIME	PRE-CONFERENCE CERTIFICATION
  <p>Jon Gornstein</p>	8:30am - 5:30pm	 <p>The Persuasive Communicator® Certification</p>





Includes two coffee breaks and lunch

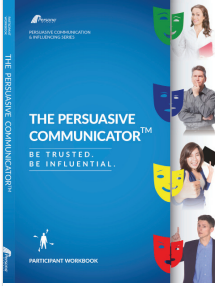




ERICA'S COMMUNICATION STYLE























- What is new, exciting
- Visually stimulating
- The "big picture"... details can be boring
- Enjoys humor
- Enjoys change
- If it's good, it must be right
- Wants to move quickly... fast paced
- Likes to socialize and ready to tease



CONFERENCE AGENDA

Conference Day
Saturday, September 2nd, 2017















PRESENTER	TIME	SPEAKER PRESENTATIONS	
  Jon Gornstein	9:00am - 10:00am		PG Opening Remarks
	10:00am - 10:15am		Coffee Break
  Dirk Froehlich	10:15am - 11:35am		New! SIMSales and SIMTalent Presentation <i>Cutting-edge simulations that are adapted to match every organizational learning goals and business reality.</i>
   Mark Robilliard	11:35am - 12:55pm		Popular! Color Accounting® Presentation <i>A revolutionary way of teaching accounting as a foundation for financial literacy and business acumen. It uses a patented diagram and hands-on props to show graphically and interactively how business works, few hours.</i>
	12:55pm - 2:25pm		Lunch: Hosted by Persona GLOBAL®
  Cheryl Wright	2:25pm - 3:45pm		Popular! Emotional Capability Profile (ECP) Presentation <i>This development tool is based on the perception of self and others - it is a way of providing feedback to individuals about the skills associated with exhibiting emotional intelligence at work.</i>
	3:45pm - 4:05pm		Ice Breaker
	4:05pm - 4:20pm		Coffee Break
  Mark Schenk	4:20pm - 5:20pm		Popular! Storytelling for Leaders® and Storytelling for Sales™ Presentation <i>We know that stories are engaging – we tell them informally and people listen, they ‘get’ what we are saying and they remember it.</i>
	5:20pm - 5:35pm		Success Story: Storytelling in Thailand <i>How Slingshot successfully markets Storytelling methodologies in Thailand.</i>
  Apiwut Pimolsaengsuriya	5:35pm - 5:45pm		Close for the Day



CONFERENCE AGENDA

Conference Day




Sunday, September 3rd, 2017

PRESENTER	TIME	SPEAKER PRESENTATIONS
  <p>Dr. Ken Nowack</p>	9:00am - 10:30am	 <p>Keynote Presentation: Neuroscience <i>Confusion between genuine neuroscience research and neuro mythconceptions is particularly problematic causing business to adopt practices that are unproven or ineffective. This session will introduce research on the neuroscience of trust demonstrating a relationship between the hormone oxytocin with individual, team and organizational outcomes.</i></p>
	10:30am - 10:45am	Coffee Break
  <p>Rustem Bogdanov</p>	10:45am - 12:15pm	 <p>Business Strategy (BS) Presentation <i>A business simulation game that models a company's operations on the retail and corporate markets over a number of years and enables participants to stand in top managers shoes.</i></p>
	12:15pm - 1:45pm	 <p>Management Puzzle (MP) Presentation <i>A business simulation game that enables managers to test and see how all the components of a manager's role interplay to affect business outcomes.</i></p>
	12:15pm - 1:45pm	 <p>Lunch: Hosted by Persona GLOBAL®</p>
  <p>Dr. János Serényi</p>	1:45pm - 3:15pm	 <p>Professional Presentation Live(PPL) Simulation System Presentation <i>A unique a state of the art futuristic presentation solution using a new 360 projection technology that is unparalleled on the training and development market.</i></p>
	3:15pm - 3:30pm	 <p>Coffee Break</p>
  <p>Cheryl Wright</p>	3:30pm - 4:30pm	 <p>Resilience: Overcoming Stress & Fatigue Presentation <i>A profile and workshop that supplements Emotional Capability or can be offered as a standalone learning event.</i></p>
  <p>Ozan Kuscu</p>	4:30pm - 5:30pm	 <p>SimulAPP Presentation <i>A mobile application which converts your scenarios to personalized simulations.</i></p>
  <p>Jon Gornstein</p>	5:30pm - 5:45pm	 <p>Closing Remarks</p>

CONFERENCE AGENDA

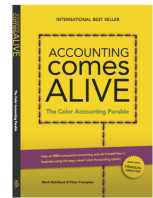
Post-Conference Certification

Monday, September 4th, 2017

FACILITATOR	TIME	POST-CONFERENCE CERTIFICATION
  Mark Robilliard	8:30am - 4:30pm 	Color Accounting® Certification



Includes two coffee breaks and lunch



CONFERENCE AGENDA

Post-Conference Certification

Tuesday, September 5th, 2017

FACILITATOR	TIME	POST-CONFERENCE WORKSHOP
  <p>Cheryl Wright</p>	8:30am - 5:30pm	 <p>Emotional Capability Workshop</p>



Includes two coffee breaks and lunch



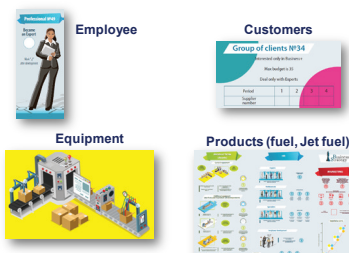
FACILITATOR	TIME	POST-CONFERENCE CERTIFICATION
  <p>Rustem Bogdanov</p>	8:30am - 5:30pm	 <p>Management Puzzle Certification</p> <p><i>and / or</i></p>  <p>Business Strategy Certification</p>



Includes two coffee breaks and lunch



Game Elements



CONFERENCE AGENDA

Post-Conference Certification

Wednesday, September 6th, 2017

FACILITATOR	TIME	POST-CONFERENCE CERTIFICATION
  <p>Cheryl Wright</p>	8:30am - 5:30pm	 <p>Emotional Capability Certification</p>



Includes two coffee breaks and lunch



FACILITATOR	TIME	POST-CONFERENCE CERTIFICATION
  <p>Dr. János Serény</p>	8:30am - 5:30pm	 <p>The New Professional Presentation 'Live' Simulation System Certification</p>



Includes two coffee breaks and lunch

