

speak ASIA

A Quarterly roundup of news and events by The London Speaker Bureau~SouthEast Asia & HongKong



The Business of Innovation 2014 with 4 top international speakers

SOME OF THE BUSIEST EXECUTIVES, MANAGERS AND directors in corporate Malaysia took their seats by 9 a.m. on 3 April at the iconic Hotel Majestic in Kuala Lumpur for this year's edition of The Business of Innovation. An all-day programme with four of our most engaging and thought-provoking speakers saw most of the delegates stay till the very end – a full house, an engaged audience, excellent networking opportunities with peers and a fabulous opportunity to meet and mingle with like-minded individuals and world-class speakers.



Please turn to centre page for our photo gallery.



Sahar Hashemi, Charles Leadbeater, Christian Gansch and Pierluigi Collina were the perfect line-up for the Forum.



INSIDE

THE MARCO POLO LECTURE SERIES

The Marco Polo Lecture Series features world-renowned speakers who share their experiences and insights with business leaders from around Asia.

NEW SPEAKERS

New names on the speaker circuit include Persia Lawson & Joey Rayner. Equipped with life coach training and experience, Persia & Joey have developed their own bespoke Addictive Daughter life coaching program for teens and 20-somethings, helping clients get from where they are now, to where they want to be.

CELEB INTERVIEW

Coolhunter, fashion commentator and trend expert Kinvara Balfour interviews fashion designer and film director Tom Ford at Apple London.



MASTERCLASSES & WORKSHOPS

The TLSB Masterclass is designed exclusively for our clients and led by proven leaders in their field; customised on each occasion specifically to match the needs of the group and the organisation.

LONDON SPEAKER BUREAU

The London Speaker Bureau is the world's leading speaker and advisory network.

We represent and work with some of the most influential people in the world, from politicians and economists to thought leaders and entrepreneurs. Between them, they cover a vast range of topics, from management and finance to technology, education, innovation and the environment.

We provide keynote speakers and advisors for all types of events, be it small or large, in-house or external. If you want some ideas on how we can assist in any of the areas listed here, please do contact us now.

- :: Keynote Speakers
- :: Management Masterclasses
- :: Individual and Group Training
- :: Government and Civil Service Briefings
- :: Advertising and PR Campaigns
- :: Chief Executive & Board-level Mentoring
- :: Conference and Debate Facilitation
- :: Webinars

The London Speaker Bureau in SouthEast Asia & HongKong is part of an international network of offices unique to the speaker industry; we have access to the most prominent and sought-after speakers in the world. Having developed a strong presence in Europe, we are building our international operations in Asia, Africa and South America in response to increasing demand for experts from these regions.

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Roger Fisk

Former National Director of
Special Events for Barack
Obama's presidential campaign



ROGER FISK IS THE POLITICAL CAMPAIGN, marketing and media strategist widely credited with playing a key behind-the-scenes role in the back-to-back electoral victories of US President Barack Obama in 2008 and 2012. He was heavily involved in these game-changing campaigns, which are regarded as the best run presidential campaigns in the history of US politics. Fisk has a very deep understanding of 21st century Presidential politics, political campaigning, and the unprecedented power of information, relationships, and marketing.

Francois Pienaar

"Under his inspiring leadership a nation was brought together."
~Nelson Mandela

FRANCOIS PIENAAR IS A FORMER SOUTH African rugby player, playing for the Springboks in South Africa, followed by a career with the Saracens in England. Whilst playing for South Africa, he captained the side in his first match and in every one of his 29 appearances, culminating in the famous victory at the World Cup in 1995. He was acknowledged at that time as an inspiring leader, with an uncompromising approach to commitment.

Francois has won many accolades, which include South African Rugby player of the year 1993, International Rugby player of the year 1994, International Rugby Captain of the year 1995, Rugby personality of the year nominated by the top 20 rugby writers in Britain in 1996.

He was inducted into the International hall of fame in 2005.

Francois is also involved in numerous charities and is the founder of the Make A Difference (MAD) charitable organisation.

HEADING TO ASIA

Fisk engaged millions of people in long, sustained marketing and promotional strategies, using the internet and social-media networks. His team started Obama's social-media campaign through the launch of his official web site, www.mybarackobama.com, which maximised the growth of their supporters, and taught them to self-organise, clinching the win by personalising the campaign.

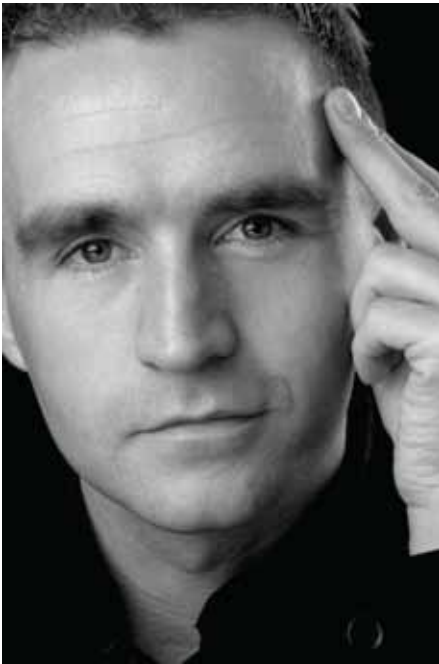
Following President Obama's first campaign he served as Cabinet Liaison for the 2009 Inauguration, then became a political appointee in the Obama Administration. Fisk served at the commerce department where he coordinated trade and diplomatic missions all over the world for the Cabinet and President.

Roger is currently writing "America Was My Office," a book which shares the stories and lessons of travelling the country across three presidential campaigns. His speaking topics include The Obama Presidential Elections, Raising Election Funds, Modern Electioneering, US Politics, Communication and Marketing Strategies, Technology and Social Media, and Campaign Management.



In 2009 Warner Brothers under the direction of Clint Eastwood produced the Oscar nominated movie "Invictus" focusing on the 1995 Rugby World cup in South Africa and how a once divided nation became world champions.

Nelson Mandela said: "it was under his inspiring leadership that rugby became the pride of the entire country, his leadership extended beyond the field of rugby and he truly represents all South Africans."



Caspar Berry

Poker Player, Award-winning trainer, keynote and inspirational motivational speaker

CASPAR BERRY IS THE POKER EXPERT ON several television shows, including *Poker Night Live*, voted the UK's best poker show, and the Emmy award nominated *Sky Poker*, the country's premier nightly poker show. He can also be seen on *Sky Sports* and is the poker strategy writer for *Flush* magazine. His most recent film credit was as the poker adviser on the latest James Bond movie, *Casino Royale*.

Caspar read Economics and Anthropology at Cambridge University and had his first screenplay produced by Film Four whilst still in his final year at university. By the time he was 23, Caspar was writing for Miramax and Columbia Tri Star. Then at the age of 25, he took the decision that would dramatically change his life, he moved to Las Vegas and became a professional poker player. Caspar played poker professionally for most of the next 3 years of his life during which time he made a good living playing against the game's best known players.

In 2002, Caspar returned to the UK and co-founded Twenty First Century Media and built it into the fastest growing audio visual media company in the North East of England before selling it in 2008 to Bob Geldof's media giant, Ten Alps. It was while at the helm of Twenty First Century Media that he began his career as a speaker and catalyst for new thinking within business about risk-taking and decision-making.

Caspar gives the corporate world a greater understanding of their decision-making process, showing that all decisions, whether of time, money, status, energy or security are investment decisions.

MARCO POLO LECTURE SERIES

Featuring Fredrik Härén and Jonathan Yabut

The London Speaker Bureau hosted the Marco Polo Lectures in Manila, Philippines on 19 February 2014 and in Jakarta, Indonesia on 21 February 2014 with guests from corporations, government and academia.

Featured speakers Fredrik, author of 7 books and founder of The Interesting Organization and Jonathan, who won the first season of *The Apprentice Asia*, both gave memorable presentations and took questions from the floor in small informal sessions.

Please speak to one of our consultants if you would like to attend an upcoming Marco Polo Lecture.



Fredrik Härén's Idea Book was recently included in "The 100 Best Business Books of All Time" list



Jonathan Yabut was the youngest contestant in "The Apprentice Asia"



Hong Yi constructed the portrait using 64,000 chopsticks which were hung in bundles – some containing dozens, some just a few – vertically from a large rack.

“Red” Hong Yi creates a unique 60th birthday present for Jackie Chan

ARCHITECT AND ARTIST “RED” HONG YI wished legendary martial artist, stuntman and actor Jackie Chan a happy 60th birthday on April 7 in a fairly unusual fashion: She created a portrait of him – using 64,000 chopsticks.

“I used disposable bamboo chopsticks to show that disposable materials can be

re-used and made into something else more meaningful and beautiful,” Hong Yi explains. “I spent a month collecting these chopsticks from cafes, stalls and factories in Zhejiang and Beijing, then tying each of them up.”

Hong Yi presented Chan with the portrait at a birthday concert in Beijing.



the BUSINESS of INNOVATION 2014

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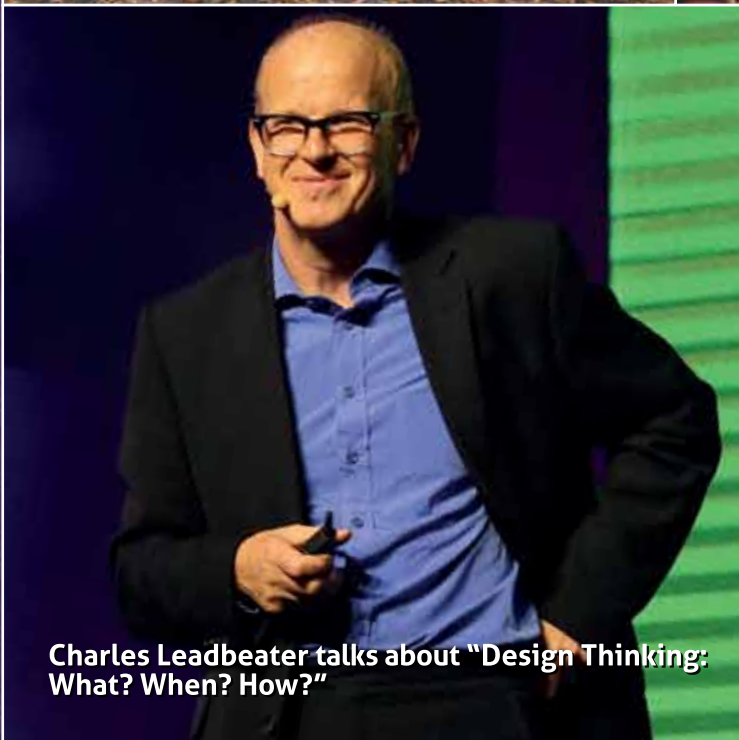
Tom Kenyon-Slaney, Founder & MD of The London Speaker Bureau, welcomes delegates to The Business of Innovation 2014



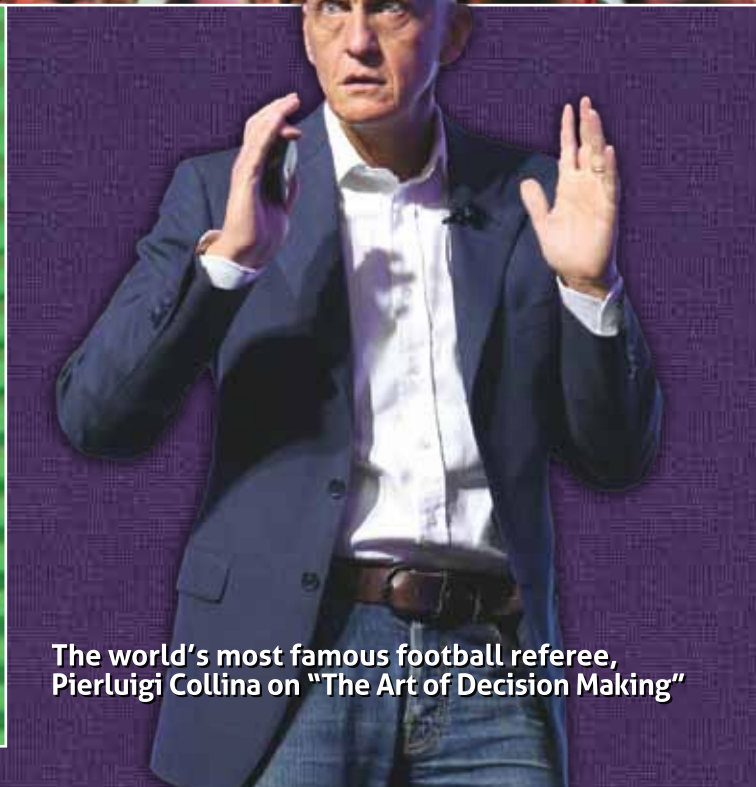
Speakers with Datuk Ismail Ibrahim, CEO of Iskandar Malaysia

The London Speaker Bureau team

Artists from Creative Connection UK at work



Charles Leadbeater talks about "Design Thinking: What? When? How?"



The world's most famous football referee, Pierluigi Collina on "The Art of Decision Making"



Full house at the all-day Forum, hosted by Patricia Hizon



Book Signing with Charles & Sahar
A lively Q&A session with the speakers

Enjoying a light moment during the panel discussion



Sahar Hashemi founded Coffee Republic
from her kitchen table



Four-time Grammy winner,
Christian Gansch

Kinvara Balfour interviews Tom Ford in London

TRENDS CONSULTANT KINVARA BALFOUR INTERVIEWED TOM FORD, fashion designer and film director, at the Apple Store on London's Regent Street. During the conversation with the British style journalist, Tom revealed that he is now married to his longtime partner. Here are some notable quotes from Tom Ford on ...

Why he dropped out of NYU as a teenager

"I was just going out clubbing all the time and paying a guy down the hall to write all my papers."

Starting at the bottom

"Today, people come out of school and think they should immediately be a star. In this world of course you can make a sex video and you can become a star. But I think everyone should be an intern – you should sweep floors, you should pick up pins, you should run errands because you learn so much."

Technology

"I don't normally carry a cell phone except there is an app where I can watch my son [Alexander John Buckley Ford] sleep at night so, if I'm out to dinner I can watch he's sleeping fine. That's the only reason I carry it around."

Running a multinational designer label

"It's a dictatorship, not a committee decision. It doesn't mean you don't listen to everyone and take everything in, but ultimately you have to weigh it and make the decision. I don't sleep very much."



Why he chose to base his brand in the UK

"Men's style today is descended from traditional Anglo style - it's all about a certain shoulder, a certain look. Eccentricity is celebrated here in Britain – you have a history of peacocks."

His best style advice

"Never, ever, ever wear anything you are uncomfortable in. Because that is what you'll project: 'I look like a fool.' Even if you don't, you'll be tentative and not your best. I don't mean physical comfort, I don't mind suffering a little bit – my pants are little tight today because I've been eating too many Percy Pigs."

FEATURED BOOKS

The Trouble With Europe by Roger Bootle

One of the City of London's best-known economists and winner of the Wolfson Prize, Roger Bootle, will release his new book in May 2014 which examines Why The EU Isn't Working, How It Can Be Reformed, What Could Take Its Place.

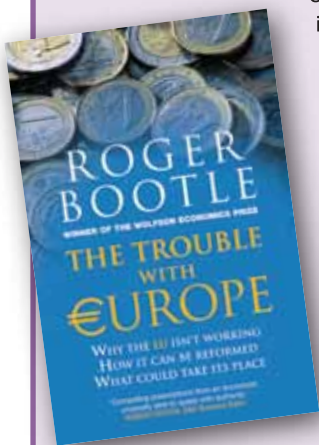
Designed by its founders to pursue ever closer union the European Union has reached a fork in the road. While its elites still press for greater integration, support for the project among its citizenry is dwindling fast.

A noble dream born in the shadow of a terrible war, conceived in a world of powerful blocs dominated by the United States and the USSR, the European Union has become hopelessly ill-equipped for an era of globalisation and emerging markets.

In its current form it is nothing less than the greatest obstacle between Europe and success. What's more, if nothing changes, its share of world GDP will drop sharply and its influence will be greatly diminished. This book is

written especially for all fair-minded people across Europe who have previously been presented only with a choice of extremist ravings or wads of impenetrable Euro-speak.

To all those who may be called upon to contribute to a decision about Europe's future, or their country's part in it, Roger Bootle offers a fluent, readable and even-handed analysis of the options of how Europe could better serve its people.



The Frugal Innovator: Creating Change on a Shoestring Budget by Charles Leadbeater

A new wave of low-cost innovation is sweeping the world with the power to change lives globally. This book shows what we can learn from innovators who are creating miracles on a shoe-string budget.

Frugal innovation is a distinctive, powerful new model for a world struggling with overpopulation, exploding demand among consumers on modest incomes and global pressure to minimise environmental damage. This new wave of innovation started in the developing world and is based on the principles of 'simplify, reuse, share and distribute' and will be markedly different from previous long waves of change.

This insightful book looks at the phenomenon of low-cost innovation and explores what we can learn from the entrepreneurs and innovators in developing nations who are making amazing technical and social advances with scarce capital and resources. By unpicking the principles, drivers and methods for frugal innovation, Leadbeater shows how these can be applied and used wherever you are and whatever your capital.

Charles Leadbeater is an independent adviser, best-selling author, award winning journalist and recognized thought-leader on innovation whose advice is sought by governments, cities and organizations throughout the world.

Leadbeater was a key adviser to Tony Blair's policy team at the Downing Street Policy Unit and the Department of Trade and Industry, specializing in the impact of the Internet and the knowledge driven economy, helping to shape government policy across a number of fronts.



ANNETTE WINKLER

CEO of Smart Cars, of Daimler Group



GERMAN-BORN ANNETTE WINKLER IS CEO OF SMART CARS, AND ONE of the three highest-ranking women in the Daimler Group. Her appointment in 2010 signified a major shift in the male-dominated auto industry.

In 1995, Winkler began her career with Daimler when she was appointed Head of Public Relations and Communications with Mercedes-Benz in Stuttgart. Moving up through the ranks, she became CEO of DaimlerChrysler in Brussels, then VP of Global Business Management & Wholesale Europe in 2006, and finally CEO of smart in 2010.

TOPICS

- Environment
- Innovation/Creativity
- Leadership
- Management
- Strategy

Earlier in her career, at 27 years old, having completed a PhD in Business Administration, and a thesis on corporate valuation and jurisdiction, Winkler took over the sole management of her father's construction company, another non-traditional industry for a woman in management. She modernised the operation, making it profitable, and in 1992 was elected by the jury of the champagne house Veuve Clicquot as German Entrepreneur of the Year.

PERSIA LAWSON & JOEY RAYNER

Founders of *addictivedaughter.com*, self-help for young women

PERSIA AND JOEY ARE THE FOUNDERS OF ADDICTIVEDAUGHTER.COM, which guides young people in the midst of a quarter-life crisis to transform their lives from the inside-out.

Having overcome their own destructive behaviours around substances and toxic relationships, they are rapidly becoming the world's leading authority on the quarter-life crisis, and are



addictivedaughter.com

XAVIER SALA I MARTIN

Chief Economic Adviser, World Economic Forum



XAVIER SALA I MARTIN IS WIDELY RECOGNISED AS ONE OF THE WORLD'S leading economists, especially in the field of economic growth. He is Professor of Economics at Columbia University, Chief Economic Adviser at the World Economic Forum, and co-author of The Global Competitiveness Report. He was also Chairman of Barcelona Football Club.

He is a well recognised authority on growth and development, macroeconomics, social security, public finance, monetary theory and health economics. The Global Competitiveness Report, annually published by the World Economic Forum provides insight into the drivers of 148 economies' productivity and prosperity, and Sala i Martin 2004 has been author of the prestigious Global Competitiveness Index published in the report.

He is currently a Professor at Columbia University where he is regularly rated the No. 1 Professor by the students. He lectures on macro-economics to the undergraduates, innovation to the MBA Programme and economic growth and development to the PhD students.

TOPICS

- Economics
- Finance
- Global
- Health
- Innovation/Creativity

determined to remove the stigma of self-help and spirituality to make it aspirational and accessible to their generation of women. With Britain currently laying claim to the highest rate of female alcoholics in all of Europe, never before has their work been so needed.

Both classically trained actresses, Persia and Joey are passionate motivational speakers and are known for their fresh, humorous and practical take on self-development. They predominantly focus on the themes of self-worth, health & body image, how to have healthier, happier relationships, discovering your life's purpose and working as a freelancer/ creative.

Most recently, the girls filmed for the upcoming documentary 'A Royal Hangover' alongside Russell Brand and Davina McCall, due for release in May 2014 and set to premier at Cannes Film Festival. In addition, they have worked extensively with charities Action on Addiction and the Amy Winehouse Foundation.

MASTERCLASSES & WORKSHOPS

In an ever more inter-connected and rapidly changing environment, organisations increasingly require outside experience to gain knowledge and insight.

The London Speaker Bureau has a uniquely international structure that enables us to offer our clients a distinctive resource of senior figures from business, politics, finance, education and society, from almost every part of the world, to deliver executive workshops and management masterclasses.

Kevin Gaskell

Led world iconic brands to new levels of success

KEVIN GASKELL HAS LED THREE OF THE WORLD'S ICONIC BRANDS TO new levels of success, Porsche, BMW and CarsDirect.com, and has managed successful turnarounds of failing international companies.

At the age of 32 he was appointed Managing Director of Porsche Cars (GB). Inheriting a business which was close to bankruptcy Kevin built a world class team to focus the business back to its engineering heritage. In the space of 5 years Porsche was transformed from a struggling business into the UK's most profitable car company.

PERSONAL LEADERSHIP AND INFLUENCES : MANAGING TEAM PERFORMANCE AND SETTING OBJECTIVES



Kevin offers a highly interactive and practical masterclass targeted at improving the skills of Management and Leadership. Designed for those with direct management responsibilities but equally relevant to individual contributors who work in matrix organisations or virtual teams. It will benefit those with a significant need to influence others, inside or outside their sphere of control.

The overall purpose of the masterclass is to improve leadership skills, helping you to achieve through others. More specifically it will focus on:

- The distinction between leadership and management
- How to improve the effectiveness of your team
- Effective delegation
- Understanding (and responding to) individual differences
- Your preferred leadership style and the implications

Challenging and unforgiving markets are the constant reality for companies seeking to build the successful entities of the future.

Unlocking the opportunities of the 21st Century requires the winners to master the revolution in technology, globalisation and customer expectation which the new world of connectivity has delivered. Extraordinary opportunities are available to those companies which can meet the existing challenges of improved focus, reduced costs and enhanced efficiency whilst aggressively listening to and providing for the needs of the new customer.

Driving understanding and focus through an organisation requires leadership skill and its application. The industry leaders of tomorrow will be those most able to encourage commitment, define and implement an inclusive strategy and enjoy the astonishing benefits of an aligned team.

Dominic Alldis

Leadership, creativity and personal development through music



DOMINIC ALLDIS IS A JAZZ MUSICIAN, ORCHESTRAL CONDUCTOR AND business speaker. He performs regularly in concert halls and jazz clubs around the world, and has made several acclaimed recordings. He has also written books about jazz and teaches improvisation to classical pianists at the Royal Academy of Music in London.

LEADERSHIP, COLLABORATION & CREATIVITY : THE MUSIC METAPHOR

Dominic's One-Day Masterclass brings an artistic perspective to business.

Leadership, collaboration and creativity are familiar buzzwords in today's business climate. Fostering these skills continues to be a key priority for any dynamic organisation wishing to attract and retain talent, enhance job satisfaction, and improve productivity and economic performance.

The Music Metaphor is an original and effective approach to executive development that provides a new paradigm for these business concerns by exploring parallels from the world of music: the conductor or 'maestro' inspiring an orchestra, jazz musicians improvising together in a band, the composer creating a piece of music to engage his or her audience. By blending the aesthetic and emotional richness of music and the arts with the strategic and operational approach of business, participants can refocus their approach to leadership, collaboration, listening, decision-making, talent-management and the pursuit of excellence. How could learning about music inspire your people and improve your company's performance?

This masterclass will explore the fundamentals of The Music Metaphor:

- What happens if we think of ourselves as artists, what we do as art, and customers as our audience? How could an artistic perspective improve productivity and business performance?
- How does the conductor of an orchestra lead his or her 'team' towards an inspirational performance?
- Jazz musicians thrive in a turbulent environment and continually innovate – what can we learn from them? How can we bring a 'jazz' mindset to our organisation?

This interactive and challenging masterclass will give participants the tools to examine their own leadership, collaboration and creativity skills through both a 'classical' and 'jazz' lens.