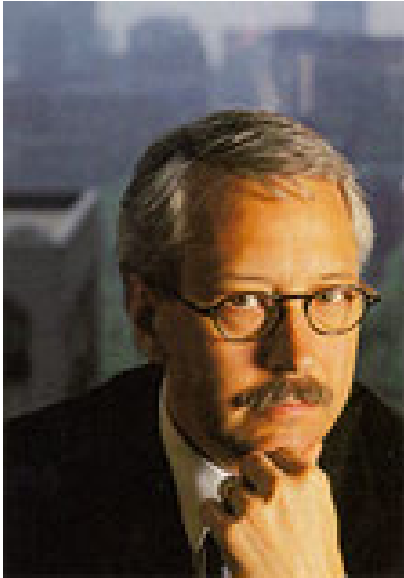


Media Release

For immediate release
June, 2008

Gary Hamel, the world's leading business strategist in Brisbane for one day only



He's been labeled "the world's leading expert on business strategy" by Fortune magazine and The Economist calls him "the world's reigning strategy guru". He's coming to Brisbane for a not-to-be-missed intensive one-day management seminar.

There doesn't seem to be a business or management accolade Gary Hamel doesn't own – he clearly is one of the most influential business thinkers of our time.

He has written landmark management books and is a sought after writer, speaker, consultant, and is currently Visiting Professor of Strategic and International Management at the London Business School.

Gary Hamel is speaking in Brisbane for the Institute of Public Administration Australia (IPAA) Queensland and Global Achievers Company on August 20 in a one-day seminar about *The Future of Management*.

Drawing on his latest research Hamel will demonstrate how innovation in management - rather than operations, products or strategies – is likely to create a long-term business advantage.

Gary will cover topics including: how to stimulate imagination; how the internet will turn your management roles upside down and how to engender management principles throughout your organisation's DNA in revolutionary, yet simplistic terms.

He will use richly illustrated examples of futuristic management from leading global companies such as Google, W.L.Gore, IBM, Samsung and more.

IPAA Queensland Chief Executive Peter Rumph said having Gary Hamel in Brisbane as their guest as part of their International Speaker Series is nothing short of a coup.

"Not only is Gary a guru in the world of business, but he can impart knowledge to all levels of management in practical people-focused terms," said Mr Rumph.

Mr Rumph said Gary Hamel's management message is designed to mobilise his audience to action and feels people who attend this one-day course will have the tools to rise to the challenge as new leaders in their workplace.

Gary Hamel is the second international speaker for 2008 in IPAA Queensland's International Speaker Series. Previous speakers have included Rob Goffee, John Kotter and Malcolm Gladwell.

Gary Hamel will be presenting for a full day at Brisbane City Hall's Grand Ballroom on 20 August 2008 starting at 8.45am.

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Super early bird tickets start from \$720 for IPAA Queensland individual members and \$360 for students and can be booked online at www.qld.ipaa.org.au or by phoning (07) 3228 2800.

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