



## Turning Achievements Into Recognition

### *Achievements Forum 2019 Milan*

*2 July 2019, The Westin Palace Milan*

#### AN EXCEPTIONAL EXPERIENCE OF COMMUNICATION, INSPIRATION AND NETWORKING.

Offering a unique blend of ideas and inspiration, the Achievements Forum focuses on the issues most relevant to today's open-minded businesspeople, stimulating new thinking and motivating action, whilst also offering a great opportunity for high-level networking.

The special emphasis of the event will be on achievements in the fashion industry, creative approach and models of excellence. Acclaimed national leaders in fashion industry will gather to debate, share and learn from each other for business improvement, positive social transformation and regional progress.

Key participants are CEOs and seniors, business leaders, investors, top experts on quality and strategic management, and leading healthcare service providers.

The majestic, luxury atmosphere of the elegant Westin Palace Milan gives an excellent opportunity to combine business networking and VIP relaxation. Participation in this high-level event will give you an opportunity to meet with the regional business elite, and find new partners and customers.

#### THE PURPOSE OF THE PROJECT:

- Identification and promotion of the best regional companies and institutions and their leaders because of their effective professional activity, contribution to the development of national economics, business, culture, science and education, medicine and healthcare;
- Stimulation of competitiveness and expansion of international contacts of participants;
- Demonstration of successful cases of introduction of modern technologies, innovations and equipment;
- Assurance of the availability of European professional development programmes for company executives and professionals from dynamically developing regions;
- Creation of international register of leading regional companies and organizations 'TOP-100. Achievements-2019', the register of best regional managers;
- Encouragement of charity and patronage;
- Popularization of regional brands in the media.



**10:00–10:30** Registration and morning coffee / tea

**10:30–11:00** Official Opening & Welcome Addresses

- Prof. **John Netting**, Director General, Europe Business Assembly, UK.
- **Christina Briggs**, Global Club of Leaders President, UK.
- Welcome addresses from **VIP Forum Partners**.

**11:00–13:00** Morning session

**ACHIEVEMENTS 2019: ASPECTS AND SUCCESS FACTORS**

*Moderator:* **John Netting**, Director General, Europe Business Assembly, UK.

**Case studies: regional leaders' achievements**

- Entering new markets and business expansion.
- Importance of quality management.
- Role of corporate social responsibility projects.
- Brand promotion and positioning.
- Effective team management and motivation.
- Leadership and personality.

**Discussion. Q&A**

**13:00-14:00** Lunch and networking.

**14:00-16:00** Presentation session.

The TOP-100 Achievements Register 2019 is a recognition of impeccable reputation.

*Moderator:* **Christina Briggs**, Global Club of Leaders President, UK

Sharing best practices of successful business owners, fashion and beauty industry leaders, healthcare providers.

**Presentations from award-winners and the TOP-100 Achievements 2019 Register participants in the following categories:**

- Fashion, apparel and accessories.
- Beauty and healthcare.
- Design and architecture.

**16:00–17:00** Forum Official Partners' interview for e-Magazine 'The Leaders' Times'

*Dress code: Business dress.*

**19:00–20:00** Welcome Cocktail and Official Photo Session

Fashion show from winners of the Achievements award in fashion and apparel sphere

**20:00–23:00** Award Ceremony 'Turning Achievements into Recognition'.

Honouring regional leaders in business, science, healthcare and city management with EBA's prestigious awards, The Award Ceremony will acknowledge the best organizations, companies and personalities for their outstanding achievements in international relations, economy, politics, science and social life. Regional leaders and prominent institutions are invited to this celebratory event. Gala dinner, traditional musical entertainment, photo / video session and networking opportunities. The language of the ceremony is English.

*Dress code: Men - business dress, dinner jacket or tail coat, women - evening/cocktail dress.*

**All participants and guests can take photographs and video the event.**



## BENEFITS

- **Popularity and international public response**

The project and its results are announced to people from 54 countries – in the media, social networks, and on the websites of partners. Hundreds of thousands of people on all continents will learn about the achievements of the participants.

- **International recognition, promotion of career and professional development**

Project participants will receive special diplomas and exclusive European awards. Registers of best TOP-managers and dynamically developing regional companies are formed from among the participants.

- **Sales promotion and geographic growth**

The participants will receive the right to use the brand of the award and logo 'TOP-100. Achievements-2019' as an unmistakable guideline for consumers and potential partners.

Information about the products and services of the participants is placed on a special marketing platform of E-COMMERCE EXPO.

- **Expertness and exchange of innovative experience**

Participation in communication and scientific-practical events under the auspices of the Organizing Committee of Forum 'Achievements-2019' is a great opportunity to not only demonstrate your own success and achievements, but also to consider the best experience of colleagues from different countries of the world. Partners of the Competition – leading vocational training centres of universities – Rating winners – will provide effective Continuing education programs.

- **Powerful boost for a successful brand**

The awarding ceremony for participants of project 'TOP-100. Achievements-2019' will be a public presentation of their success, and the premium level of the event and its representativeness will serve as an unprecedented tool for PR communications.

