



Pärnu Leadership Conference

Change or die

16.05.2019 - 17.05.2019

Pärnu Concert Hall

Change or die. No organisation wants to be the next one. It is a simple idea, a leading principle in nature. Yet it takes on average 66 days for a person to get used to a minor change. We know from experience how difficult it is to get used to drinking more water or exercising more. However, we are surrounded by companies to whom readjustment and opening new lines of business seem natural.

At the 24th Pärnu Leadership Conference we'll be thinking together how to survive in heavy competition. And how even the smallest change renews the organisation - even if it seems that the product or service is already perfect.

- Every generation manages in its own environment and **we hear from young leaders how they see business ideas** in places where one usually wouldn't even look for them.
- This year we'll be concentrating on the **role of changes in our daily (work)life** and the development of a customer-oriented organisation. Design thinking is the buzz-word we'll be exploring.
- Top-management, business leaders, key employees and marketers get together to discuss the effects and methods of design thinking. A product and a service must emanate from the market, not from the resources, capabilities and habits of the company.

The Leadership Conference will give you the experience and skills to apply design thinking tools, helping to change the culture of the organisation into a more innovative one.

The aim of the Pärnu Leadership Conference is to enhance Estonian leadership culture. In a fresh way. With the best Estonian leaders.

The working languages of the conference are Estonian and English; simultaneous interpretation will be provided.

TOETAJAD

Luminor

 The Power to Surprise

SKYON

 CREDIT INFO



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Puhas piim

LISAINFO

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Price includes 2 days of conference, dinner/social event.

Prices do not include accomodation.

For more information, please contact Marili Niidumaa, Producer of Pärnu Leadership Conference at marili@aripaev.ee or call +372 5688 6344.