

**EUROPEAN CONFERENCE
18-21 APRIL 2013
LISBON, PORTUGAL**

WORKSHOP SUMMARIES

Workshop 1

Prevention of Burnout

Oliver Biernat

Since lawyers, CPA's and managers are among the professions with the highest burnout rates, GGI members should be aware of burnout. In the workshop Oliver will briefly present a study of the University St. Gallen, which tries to explain key factors of burnout and recommends 11 procedures to avoid it. Participants who have been confronted with burnout themselves or in their private or business environment will be asked to report about personal experience. Other participants will be asked how they have successfully avoided it and why they do not care. Hopefully the workshop will raise the awareness for burnout and help GGI members to avoid it.

Workshop 2

Understanding GGI (compulsory for all candidates and new members)

Michael Reiss von Filski

An interactive overview offering a better understanding of the daily life of GGI, membership criteria, selection of members, conferences, workshops, practice groups, the charter, and the functioning of Head Office, the Regional Offices and the Executive Committee. This workshop is not only interesting for new or first-time attendees, it will also provide participants with an in-depth view of daily operations as handled by the GGI management, strategic outlooks and future plans. Clearer insight into the structure and functioning of GGI can also result in expansion of your business, since it provides you with the ability to explain GGI better to colleagues in your firm and your clients.

Workshop 3

Referred Business within GGI – You're Not Here on a Vacation!

Graham Busch

We'd all like to receive tons of referred business from our fellow GGI members. For some it happens. For others, maybe not.

This workshop seeks to explore the reasons why or why not through our experiences. Business gainers will share the secrets of their success. Those receiving little business will share their experiences and hopefully benefit from the referral recipients.

Please join us for a frank, lively, and hopefully beneficial, discussion.

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Workshop 4

The Third Sector- Charities, NGO's, Philanthropic Organisations, Foundations, Trusts, Social Enterprises.

Oliver Rothschild

Have you ignored the huge market for professional advice in the Third Sector?

Have you positioned yourself to capture develop and profit from –this is not a dirty word- the growing field of business.

Any idea of the size, numbers of Third Sector entities / organisations? How big is this market? Are you aware of the need for financial, Regulatory and Compliance requirements for Third Sector?

1. What is/constitutes the Third Sector?
 - Charity, Philanthropy, Social Enterprise Not-for-profit: key differences
2. Market outlook:
 - The role and policy
 - Political, Governmental, institutional Public Bodies and other stakeholders
 - Best Governance
 - Ethics
3. Key Elements for giving/engaging with the Third Sector:
 - Charitable desire
 - CSR - the community engagement tool for Multinational Companies, private and public Funds and Foundations.
 - Tax incentives and exemptions, inheritance and endowment.
 - Other
4. Professional Advisors- regulatory and compliance requirements- identifying the need for professional services and advice:
 - Accountancy
All aspects of financial planning, accountancy, financial reporting and audit, cash management
 - Legal
Setting up procedures, legal requirements, separation between pure charity non for profit companies or similar vehicles; planning and policy decisions
 - Fund Management
Fundraising, specialist financial tools, investigating methods available to bridge the gap between the funder and the funders' objectives and the Charity's financial requirements.
 - Human Resources
Specialist Recruitment and Managerial Skills Advice.
5. Capturing the market: Opportunities and moving forward.

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Workshop 5

Social Media Marketing Projects

Inna Deputat

Social Media Marketing for auditing, accounting, law and management consulting firms

Nowadays Social media marketing plays a crucial role in communication with all stakeholders of the organization. Social medias allow to develop long-term relationship with target audience, build-up its loyalty, manage company reputation, increase sales and address other tasks of business development.

The workshop will address the following aspects of SMM:

1. Introduction:
 - Tasks and advantages of SMM
2. Facebook, LinkedIn, Twitter:
 - peculiarities of audience
 - difference between groups and pages (FB, In)
 - marketing opportunities
 - integration with internal web-sites
 - content policy
 - community policy
 - ways of promotion
 - corporate, personal and project branding
 - monitoring SMM efficacy
3. Possible drawbacks of SMM
4. Advantages of promotion at GGI corporate profile for each member firm