

Please attach your
business card here

Building Leadership in the Consumer Goods Industry 2010

Deadline for Applications: 30th September 2009

The Programme (PMP) consists of four 5-day modules:

1. Understanding Consumers	22-26 February 2010	LBS	London, UK
2. Generating Demand	12-16 April 2010	Wharton School	Philadelphia, USA
3. Executing Supply	21-25 June 2010	WHU	nr. Koblenz, Germany
4. Leading Change	20-24 September 2010	INSEAD	Fontainebleau, France

Applicant Professional Information

Mr. / Mrs. / Dr. : First Name(s):

Family Name: Company:

Title/Position: Function:

Company Address:
.....

Country: Website:

Direct Tel: Fax:

Email: Mobile:

Personal Asst Name:

PA's Tel: PA's email:

Company's Field of Activities:

Applicant Personal Information

Date of Birth: Gender: Female Male

Nationality: Private Email:

Home Tel: Private Mob:

Time with Company: Time in Current Job:

Previous Executive Programmes attended (please indicate programme, institution & year):
.....

Please state your Personal Objectives or attending the Programme (i.e., reasons for attendance):

- 1.....
- 2.....
- 3.....

Please attach a
recent passport-type
picture here.

Applicant Signature: Date:

Please write your
name on the reverse.

I confirm that I have a good command of the English language. I have read and accepted the cancellation and other terms of application for the PMP (overleaf) and that I am authorised by my company to form a contractual relationship with the ICI in connection with this booking.

Please complete the form overleaf; both of the signatures of the Senior Sponsor and the Applicant (above) are required.

Terms and Conditions of Attendance on the Progressive Management Programme

Each applicant is accepted on the PMP on the basis that their Sponsoring Executive is committed to supporting their full attendance on the Programme. If a participant needs to cancel him or herself from one of the PMP modules due to emergency circumstances beyond their control, the ICI will try to be flexible to enable the participant concerned to re-take that single module if it is possible. However, this cannot be guaranteed and is likely to attract an extra fee of €5.000,--. If a Participant cancels from more than one module, his/her further participation on the PMP is considered to be forfeited by their company with no refund payable.

The fee for this Progressive Management Programme is €28.000,--. This includes all tuition, educational material, break-time refreshments and lunches. Accommodation and dinners are not included in this fee. Hotel rooms have been reserved in a nearby hotel for each participant for each of the four Programme modules. Hotel costs and costs for all transportation are the responsibility of each participant. Please note that fees may be subject to change.

Cancellations received at least 8 weeks before the start of the Programme have no charge.
Cancellations received between 6-8 weeks, attract a cancellation charge of 50% (€14.000,--).
Cancellations received with less than 6 weeks notice, are charged at the full rate (€28.000,--).
Attendee name changes can be made up to 4 weeks before the start of the Programme with no charge.

Invoice Contact Information

Name : Job Title:
Company: VAT:
Company Address:
Country: Telephone:
Fax: Email:

Sponsoring Executive Endorsement

Having discussed the PMP with the applicant, these are the **specific objectives that the company** expects the participant to work on as a result of attending the Programme, with support from the PMP Staff and Speakers involved.

1.....
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2.....
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3.....
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I confirm that the applicant will be free of company duties during the four non-consecutive weeks of the programme, and that the company guarantees to pay the tuition fee, and cancellation fees if applicable (stated above).

Name : Job Title:
Company: VAT:
Company Address:
Country: Telephone:
Fax: Email:
Signature: Date:

For any further information about any aspect of the PMP, please contact:

Stephanie Penning PMP Programme Manager Phone: +39-349-243-3706, or: +44-779-375-1352 Email: stephanie.penning@ecreurope.com

Please complete and return this application form directly to Stephanie's home office:

La Serena, Loc. Monticelli, 06072 Castiglione della Valle, Perugia, Italy

Thank you for completing this Application Form and we look forward to welcoming you on the PMP in 2010.

All data contained on this form is maintained by the ICI for the purpose of the PMP only and is kept according to the data access laws pertaining at the time.