



Ermatingen, 27 April 2007

Wolfsberg Think Tank

Tony DiRomualdo, Managing Director, Global Media-Savvy Learning Program, Agoura Hills, California

Leadership and the New "Media-Savvy" Workforce

Thursday, 14 June 2007, 9.30 a.m. to 12.30 p.m.

Dear Sir/Madam

A new front is forming in the War for Talent!

A large group of people adept at using interactive technology and media are set to join, or already in, the workforce – bringing expectations, skills and ways of working that will revolutionize the workplace.

Based on the key findings of QuestG's global study of the working styles, the learning habits and the personal technology usage of approximately 3000 workers, Tony DiRomualdo will lead a discussion about these "media-savvy" workers:

- How do media-savvy workers differ from other segments of the workforce?
- Are these media-savvy workers satisfied with employer-provided learning opportunities and IT tools and policies?
- What must leaders do to harness the passion and skills of media-savvy workers?

Tony is the founder of Next Generation Workplace, a research and advisory firm that helps progressive companies implement talent management strategies that create sustainable high performance. He is also a research director at Career Innovation, a UK-based organization that conducts collaborative research & development activities involving top global employers, and leads QuestG's global investigation of the Media-Savvy in the workplace, which explores the transformational talent management and business process solutions required for success as the Media-Savvy begin to dominate the employee population. He directed The Media-Savvy Workforce and Learning Project and co-authored the ground breaking final report. QuestG is a California-based company focusing on interactive business solutions based on 3D video game technology.

Here is what Professor Lynda Gratton (London Business School) is saying about the QuestG/Next Generation Workplace Project report: "Initiatives such as this... will be seen as pioneer work in this crucial organizational competence of workforce development."

Programme:

09.00 a.m. Welcome Coffee
09.30 a.m. Introductions, Presentation and Discussion
12.30 p.m. Cocktails and Buffet Lunch
Networking

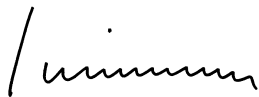
To cover costs, we shall charge 120 CHF per person. *

For further information and to register please contact Regina Villiger (phone +41 71 663 56 51) or send an e-mail to regina.villiger@ubs.com. Please register by 24 May 2007 latest.

We look forward to welcoming you to this Wolfsberg Think Tank. **If you know someone else who might find this think tank of interest, kindly pass on the information.**

Yours sincerely

WOLFSBERG



Dr. Toni Schönenberger
Chief Executive Officer



Professor Prabhu Gupta
Executive Director

P.S.: Kindly note that overnight accommodation is available for a charge of 190 CHF including breakfast. Please indicate your needs at the time of registration.

P.P.S.: Information on other forthcoming Wolfsberg events and reports on previous Wolfsberg Think Tanks can be found at www.wolfsberg.com.

* Cancellations must be received at the latest by 7 days before the event. In case of cancellations received later than this, the following arrangements apply: cancellations received up to 3 days before the event - 75 % of the fee will be payable; after that date - the full fee will be payable. However, a substitute participant is welcome.