
Trust in a networked world

2010 Top Event in Munich: Top Speakers confirmed

In 2009, Henley Business School published a White Paper in the light of the aftermath of the Global financial crisis. Henley Alumni in Germany dedicated its topic of the year 2009 to the global economic crisis evoking the controversial theme of "Growth in the crisis".

Two extremely interesting and successful Top Events motivated us to keep the tradition of these events in Munich and Frankfurt for 2010.

Henley's 2009 White Paper on "Restoring Confidence and Trust in UK PLC" called "The Henley Manifesto" presents the key drivers to rebuild the reputation of UK plc as a country to invest in and to rely on. Henley continues to push this theme with its 2010 topic of the year: *Trust in a networked world*.

This year's Top Events will explore this subject further. For the Munich Top Event, we were successful again in securing the contribution of three high-calibre speakers:

The Voice of the Alumnus: Jürgen L. Sommer, Channel Management Expert and Entrepreneur, will apply the theme to the ever more important arena of complex sales channel networks.

The Voice of the School: Professor Moira Clark, internationally renowned expert on customer relationship management and social media, looks at the topic through the academic lens.

The Voice of the Boardroom: Jürgen Samuel, CEO of Sicap AG, a 100% subsidiary of Swisscom and its locomotive of innovation, explains how trust can be rebuilt internally after years of crisis and externally as part of a global network of technology and sales partners.

Please find the poster and the preliminary agenda including invitation on www.ha-g.de

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New exciting challenge for Stefan Middendorf

Stefan Middendorf, the *Voice of the Alumnus* at our 2009 Frankfurt Top Event, has accepted a new position as Managing Director (*Vorsitzender der Geschäftsführung*) of the BITMARCK Unternehmensgruppe, a leading German provider of IT Services concentrating on the health insurance market. Congratulations Stefan and best of luck in this new exciting role!

Executive Roundtable Discussions to be continued

After the successful introduction of the roundtable discussions in 2009 and the promising start in 2010 by Jürgen Sommer, we will continue with these events. Ricardo Moya, Senior Expert at McKinsey & Co. who chaired the meeting on *Lean Management* in autumn 2009 agreed to offer another session in September 2010, this time with a new topic. Details will be published on www.ha-g.de in due course.

General Assembly

The 2010 Henley Alumni General Assembly („Hauptversammlung“) will take place on Saturday, 24 April 2010 at *Wirtshaus im Grüntal*, Munich. All members received the invitation on 10 April 2010. Please attend and bring your ideas for further strengthening the network!

Already 12 new members in 2010!

Henley Alumni in Germany is becoming more and more recognised as a source of help, learning, and social support. Between January and March only, 12 new members joined the Association. We now have 181 members, 29 more than in February 2009!

Henley Alumni Chairman Armin L. Rau visits Henley

On 5 February 2010, Armin L. Rau visited Henley Business School. During the day which was excellently organised by Chris Bullmore, Director of Alumni Services, Armin had the opportunity to discuss important challenges concerning strategy, marketing, and alumni support with an extremely committed crew including Rosemary Hayes, Director of Marketing, Roger Palmer, Professor of Marketing, and Linda Irwin, Executive Director Corporate Development. An important step to closer cooperation and support from the School. Thanks to all of the Henley people for the kind reception and enlightening talks.



20 % off at Pure Training in Frankfurt for all Henley Alumni in Germany Members. Just say "Henley" at reception and you will receive your discount!

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