



High Performance Teams

Univ.-Prof. Dr. Peter Pawlowsky

The productivity and efficiency of human performance in organizational contexts can be quite different. What actually distinguishes teams at formula 1 box stops, fire squad teams, sports teams at a sailing regatta [...] from working groups in the final assembly of the motor industry, sale teams in an insurance company or project teams in a large multinational company?

Our assumption is that some teams and work systems are much more effective and more efficient due to specific conditions of the performance setting or the conductive ability of organizational variables.

When: June 4-6 2008

Agenda: Wednesday: Welcome Dinner at 8.00 pm
Thursday: Conference from 9.00 am to 4.30 pm, Trip to Venice
Friday: Conference from 9.00 am to 1.30 pm

Costs: Conference fee Members: € 650,-
Conference fee Non-Members: € 750,-

Services included: Participation at all Conference days including documents and abstracts of all speeches. Welcome Dinner, Conference meals with beverages and Thursday Evening Event

Accommodation: Hotel Villa Condulmer (www.hotelvillacondulmer.com)
Single Room, incl. Breakfast: Price per night: € 120,-

Please send your registration to:

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European Sunglass Conference 2008

June 4-6
Treviso, Italy



at
Hotel Villa Condulmer
Treviso (Venice)



EUROPEAN
SUNGLASS
ASSOCIATION



European Sunglass Conference 2008

The European Sunglass Association is very pleased to welcome ESA Members as well as Non-ESA Members from the Industry and Retail Business to two interesting and informative days in the beautiful Venetian countryside!

Fascinating Presentations held by Top-Class Lecturers:

This year's European Sunglass Conference provides once again very interesting and useful presentations! Below, you can already get a glance of what is waiting for you! The full Agenda can be found under www.esa-sunglasses.com



Thursday, June 5th:

Delphi 2017 –Ten years ahead

Dr. Kerstin Ullrich (GIM)

Social changes are making their mark. Current developments constitute a tremendous upheaval that, over the next ten years, will exert a lasting influence on people's everyday lives, their desires, values, and their behaviour as consumers. Dr. Ullrich tells us with her interesting presentation what people will motivate tomorrow.

How is the Asian/Chinese Optical Retail Market developing?

Max Cheung (Swank Optical)

Beyond manufacturing leadership, China turns into a major market for consumer goods. State of production development and insights on retail market for optical products, especially sunglass channels

From fantastic trend forecast to fantastic products

Bruno Palmegiani (DeRigo)

Have a look on what will be up to date in the future: DeRigo's top designer Bruno Palmegiani will give interesting impressions and information on fashion and news trends that inspire to develop fashionable sunglasses.

Australia and it's sun protection culture

Jackie Mc Kenzie (Essilor):

Australia is world renowned for its beaches, surf and a climate that promotes an outdoor lifestyle and a love of sport. Understand how Australia has also developed a reputation for having the strongest sun protection culture in the world, and the important role that sunglasses play in this. We will also explore the Australian sunglass market from fashion to sporting precision and plano to prescription sunglasses.

European Markt Data - what can we learn from the Italian Market?

Mark Mackenzie (Strategy with Vision)

The study will focus on comparing the Italian optician to opticians in other countries. What percentage of their business is made with sunglasses and how profitable is that business, will be one of the questions addressed. In addition a short update of the presentation "Plano sunglasses, the world market" made in Paris at the ESA annual conference will be made. New figures which have become available in the last six months will be shown.

Friday, June 6th:

EU regulations – Safe sunglasses, proper information and communication to consumers Alain Mayer

Right communication and good information at point-of-sale, increase consumer's ability to make an informed choice at purchase. It helps them to minimize risk of incorrect or inappropriate selection. Consumer uncertainties are reduced and suppliers enhance their commercial reputation, and save time and money by reducing enquiries and complaints.

Work in the European Union

John Bowis (Member of the European Parliament)

John Bowis MEP, a former UK Health Minister and now Spokesman on the Environment and Health in the European Parliament, will speak about his role as an MEP. He will explain the EU scope for action on health issues. And he will give a few insider tips, as one who has been on the receiving end for 25 years, of how to lobby effectively - and how not to do it