



STEVE BLACK invites YOU to attend  
THE Premier Interactive Business  
Seminar of the Year.

# Effectiveness!

**No-Spin. Just what works.**

Come along and find out how effective you can be!

Tuesday 4<sup>th</sup> October 9.00am – 5.00pm  
at

Life Conference Centre, Centre for Life, Times Square, Newcastle-Upon-Tyne

Featuring Steve Black plus Special Guests



**Sir Bobby Robson**

Former England Manager

"Building Winning Teams:  
Getting Recruitment Right"



**Paul Walker**

Sage Chief Executive

"Putting together a Team  
for Top Level Effectiveness"



**Rob Andrew**

Former England &  
British Lions International

"Achievement: As a Player  
and as a Manager"



**Michael Craik**

Northumbria Chief Constable

"Strategic Success:  
The Implementation"

**PRICE £395.00 + VAT per Delegate**

(Price Includes Lunch and Refreshments)

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