

## **The Balanced Scorecard Institute and Informa Middle East Announce the 2016 Strategy Execution & Performance - Featuring Balanced Scorecard Conference**

*In partnership with international conference provider Informa Middle East, the Balanced Scorecard Institute (BSI) announces the Strategy Execution & Performance - Featuring Balanced Scorecard Conference, to be held May 8-12, 2016 at The Address Hotel, Dubai Mall, UAE.*

The Balanced Scorecard Institute (BSI) and Informa Middle East announced that they will be hosting the [Strategy Execution & Performance - Featuring Balanced Scorecard Conference](#) on May 8-12, 2016 at The Address Hotel, Dubai Mall, UAE. The conference will have two pre-forum workshops, two main conference days, and three post-forum workshops. It will feature over 20 sessions, including five keynotes, 14 plenary sessions, 3 case studies, and 2 panel discussions.

This [forum](#) is part of Informa's Strategy Leaders Series which brings CEOs, CSOs, Department Heads, and Line Managers together to share knowledge and attend networking events for strategy management and business performance. This year will feature international experts and regional pioneers sharing the latest models, tools, and trends for successful strategy execution. It will also feature outstanding strategy execution presentations from leading international organizations, such as: Adidas, Bank of Ireland, Schneider Electric, and Balfour Beatty.

Case studies on strategy management and efficiency improvement from top regional organizations will be presented, including: Liebherr Mining Equipment, King Faisal Specialist Hospital & Research Centre, DP World, Qatar Petroleum, King Abdulaziz University, Abu Dhabi General Services, and many more.

Experts from the Balanced Scorecard Institute will also be speaking, including Co-Founder and CEO [Howard Rohm](#), co-author of *The Institute Way: Simply Strategic Planning and Management with the Balanced Scorecard*. Howard and Joe DeCarlo, VP for International, will present two workshops and moderate case study sessions.

The Strategy Execution & Performance- Featuring Balanced Scorecard Conference will show participants how to:

- Help their organization focus on the drivers of future performance
- Improve the communication of their vision and strategy
- Prioritize initiatives in tough economic times
- Boost productivity by adopting best practices in measuring organizational performance
- Maximize value by prioritizing their strategic initiatives that drive most ROI
- Effectively identify, quantify and manage the economic and geopolitical risks of 2016
- Align their employees and resources to deliver strategic objectives efficiently

About the Balanced Scorecard Institute:

The Balanced Scorecard Institute, a Strategy Management Group Company, provides strategic planning, balanced scorecard, and performance management training, certification, and consulting services to government, nonprofit, and commercial organizations. Services include public and on-site courses, facilitation



and consulting services, and information and tools used by executives, managers and analysts to transform their organizations into “performance excellence” organizations.

The Institute’s website, [www.balancedscorecard.org](http://www.balancedscorecard.org), is a leading resource for information, ideas and best practices on strategic planning and management, performance measurement, and balanced scorecard systems. The Institute’s Nine Steps to Success™ balanced scorecard framework integrates strategic planning, budgeting, operational planning, performance measurement and strategy execution into a practical disciplined framework for helping organizations achieve higher levels of performance.

#### About Informa Middle East:

Informa Middle East is part of Informa PLC which operates at the heart of the Knowledge and Information Economy. It is one of the world's leading business intelligence, academic publishing, knowledge and events businesses. With more than 6,500 employees globally, it has a presence in all major geographies, including North America, South America, Asia, Europe, the Middle East and Africa.

Our Middle East office, formerly known as IIR Middle East, has over two decades of regional experience in organizing and managing all types of business events. We organize over 400+ public training courses, conduct in-house training programs, organize large scale conferences and manage events on behalf of corporate companies, governments or associations. For more information: [www.informa-mea.com](http://www.informa-mea.com)



**Contact Information**

**Kirsten Dubuc**

The Balanced Scorecard Institute

<http://www.balancedscorecard.org>

919-460-8180