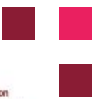




Last update on NGEF



March 10th, 2010



Philip H. Geier, Keeping the flame for today's market challenges on Thursday 6, 2pm

Philip H. Geier is a dedicated communications industry leader and activist who defined the modern advertising holding company, and is widely recognized for having championed and personally embodied the client-centric business model. His distinguished career started when he joined McCann-Erickson in Cleveland in 1958. He rose through the ranks quickly, moving to the New York office and then on to London where in short order, he was named regional director of McCann-Europe and then vice chairman-international. His success was so dra-

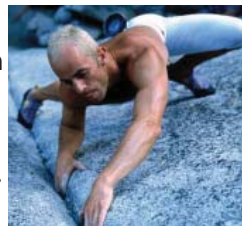
matic that he was named Vice Chairman of the parent company, Interpublic, in 1975, then President and COO two years later, and finally at the young age of 45 he was named Chairman and CEO. He retired from this position at the end of December 2000 and serves as Chairman Emeritus. Over the 20 years under Geier's leadership, Interpublic grew from revenues of \$500M and 8,000 employees to a truly global enterprise with 650 offices in 127 countries, with revenues of \$5.6B and 50,000 employees. He shepherded the continued growth of McCann, but

also oversaw the acquisitions of Campbell-Ewald, SSC&B and Lintas, the Lowe Group, Draft, Deutsch, Shandwick and many others that comprise the Interpublic Group today. His business model became the blueprint of other global networks. His unswerving focus on his clients' concerns changed the model of the effective account person. During his 20-year tenure as CEO, Interpublic stock experienced a compound growth rate of over 22 percent.



Thomas Bubendorfer, Self Motivation speech on Friday 7, 12pm

Solo mountain climbers are the most elite group of athletes. Thomas Bubendorfer joined the elite inner circle of solo climbers as a teenager, and he gained world climbing fame at 21 years of age with his record solo climb of the Eiger north face, the highest and hardest mountain face in the Alps. Success and survival at "free solo climbing" requires physical and above all mental conditioning at the highest level, as well as detailed planning and preparation and the ability to take calculated risks. Climbing has taught him that he must continuously fight any kind of standstill and move on, physically and mentally.



Amar Latif, Next Generation of entrepreneurs on Friday 7, 2pm



Amar Latif is a dynamic, blind, 35 year old world traveler, entrepreneur, TV actor and director with a unique personal magnetism and an astonishing track record of facing up to major challenges. Through sheer determination, he has managed to turn an unpromising tale of inherited disability and loss into one of truly inspirational world achievement.

Amar's multi-faceted career, entrepreneurial achievements and international television profile have been built against a background dominated by teenage onset of blindness due to the incurable eye condition Retinitis Pigmentosa. By the age of 20 he had sustained 95% sight loss.

He received the accolade: 'The Outstanding Young Business Entrepreneur of the World' (TOYP award) from the Chamber of Commerce International (JCI) at their World Congress. Previous fellow TOYP awardees have included U.S. Presidents John F. Kennedy and Bill Clinton and actors Orson Welles and Christopher Reeve.

Amar is the founder and director of 'Traveleyes', the world's first commercial air tour operator to specialise in serving blind as well as sighted travelers. Traveleyes is an international company with a worldwide customer base.

"Though every year my eyesight has become more restricted... every year, the sky becomes higher and the horizon becomes wider and more tantalizing, packed with fantastic, hidden mysteries...all waiting to be revealed.

I'm the blind guy...who wants to show you the world!" – Amar Latif

NGEF 2010
When? May 6th & 7th, 2010
Place? Grimaldi Forum, Monaco

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