FOR IMMEDIATE RELEASE

Balanced Scorecard Institute
2000 Regency Parkway
Suite 425
Cary, NC 27518
www.balancedscorecard.org

CONTACT
Kirsten Dubuc
Balanced Scorecard Institute
kd@balancedscorecard.org
919-460-8180

The Balanced Scorecard Institute and Informa Middle East Announce the 2018 Strategy Execution and Innovation Forum

In partnership with international conference provider Informa Middle East, the Balanced Scorecard Institute announces the Strategy Execution and Innovation Forum, to be held April 29- May 3, 2018 at The Address Dubai Mall in Dubai, UAE.

Cary, NC- February 14, 2018 – The Balanced Scorecard Institute (BSI) and Informa Middle East announced that they will be hosting the Strategy Execution and Innovation Forum on April 29- May 3, 2018 at The Address Dubai Mall in Dubai, UAE.

This Forum will feature over 40 strategy execution and innovation sessions including keynotes, presentations, workshops, and masterclasses from leading international organizations such as: Grameenphone (Telenor), The Entertainer, Ministry of Environment, Water & Agriculture, Saudi Arabia, Medipol University & Hospitals, Dubai Entertainments, MrUsta, Dubai Health Authority, RAK Bank and many more.

The Forum will support strategy and innovation leaders, managers, and practitioners from business, government, and nonprofit organizations on how to use innovation and strategy execution techniques. Systematic and technological approaches will be discussed that will help organizations achieve goals and get practical results from their investments.

Experts from the Balanced Scorecard Institute, including David Wilsey, Chief Operating Officer and co-author of The Institute Way: Simply Strategic Planning and Management with the Balanced Scorecard, and Joe DeCarlo, Vice President - International Group will be presenting throughout the Forum.

The Strategy Execution and Innovation Forum will show participants how to:

- Effectively cascade their goals and strategy into actions, measures, and strategic initiatives
- Help their organizations focus on the drivers of future performance
- Capture and execute more of the ideas that will make a difference to their bottom line
- Ensure their organizations innovate efficiently
- Boost productivity by adopting best practices when measuring organizational performance
- Translate innovative strategies into actionable goals
- Align their employees and resources to strategic objectives which will improve organizational performance

About the Balanced Scorecard Institute:
The Balanced Scorecard Institute, a Strategy Management Group Company, provides strategic planning, balanced scorecard and performance measurement and 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, 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 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: [http://www.informa-mea.com](http://www.informa-mea.com)

###