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## The Balanced Scorecard Institute and Informa Middle East Announce the 2017 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 May 7-10, 2017 at The Address Hotel Dubai Marina, UAE.*

Cary, NC- March 15, 2017 - The Balanced Scorecard Institute (BSI) and Informa Middle East announced that they will be hosting the Strategy Execution and Innovation Forum on May 7-10, 2017 at The Address Hotel Dubai Marina, UAE. The Forum will feature over 25 strategy execution and innovation sessions including keynotes, presentations, case studies, and masterclasses from leading international organizations such as: LEGO, Philips, McLaren Automotive, Franklin Covey, Pfizer, The Government of Dubai Legal Affairs Department, Dubai Silicon Oasis Authority, Abu Dhabi National Oil Company (ADNOC), First Gulf Bank, GE Healthcare, Dubai Electricity and Water Authority (DEWA) and many more.

This Forum was designed for strategy and innovation leaders, managers, and practitioners from business, government, and nonprofits to share knowledge, tools and techniques to effectively embed innovation and strategy focus at all organization levels. Practical tools and action plans that support the UAE Vision 2021 National Agenda's innovation goals will be discussed.

Experts from the Balanced Scorecard Institute will also be presenting, including Co-Founder and President Howard Rohm, co-author of *The Institute Way: Simply Strategic Planning and Management* with the Balanced Scorecard and Joe DeCarlo, Vice President of International.

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

- Help their organization focus on the drivers of future performance
- Improve their innovation and agility
- Prioritize initiatives in tough economic times
- Make innovation more strategic by integrating innovation, strategic planning and performance management
- Boost productivity by adopting best practices when measuring organizational performance
- Translate innovative strategies into actionable goals
- Align 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 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](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 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.

The 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. Informa Middle East organizes 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:

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