

5th Annual ATTA Conference
Venue: PwC, 21/F The Landmark, Central, Hong Kong

Day 1

Start times	Friday November 7th, 2014	
10.15	Morning Registration	
10.30	How to use Neuroscience Advances in Transformations <ul style="list-style-type: none"> - Laurel Marshall & Tian Chong Ng, HP Neurosciences - Ian Schubach, Director, Peak Teams 	
12.00	Members – ATTA AGM	Non-Members – Lunch & Registration
13.00	** KEY NOTE SPEAKER ** Turnaround and Transformation Industry in Asia – Annual Update <ul style="list-style-type: none"> - Mike Murphy, Managing Director, AlixPartners 	
14.15	How to make money out of Transformation & Turnaround? <ul style="list-style-type: none"> - Chaim Estulin, Deputy Editor, Debtwire - Jeff Sprafkin, Managing Director, Media Pacific Ltd - Salman Bokhari, Managing Director, SIDRAPEX Pte Ltd 	
15.15	Thailand: Operating in a Volatile Regulatory and Governance Regime <ul style="list-style-type: none"> - George Kelakos, Kelakos Associates (Thailand) 	
15.45	Tea Break & Networking	
16.15	Game of Shadows: The Growing Threat of Dark Public Relations <ul style="list-style-type: none"> - Bill Sims, Managing Director, FTI Consulting 	
17.15	Speed Dating – Networking Session - Meet your ATTA colleagues	
19.00	2014 Annual ATTA Awards Dinner, Club Lusitano ** GUEST SPEAKER ** <ul style="list-style-type: none"> - Serge Dumont, Vice Chairman, Omnicom Group Inc 	

Day 2

Start times	Saturday November 8th, 2014
08.30	Registration of delegates & breakfast
09.00	<p>Corruption or Business-as-Usual? Are Governments Serious about Stopping Corruption?</p> <ul style="list-style-type: none"> - Lesli Ligorner, Partner, Simmons & Simmons - Ben Wootliff, General Manager, Hong Kong, Control Risks
10.00	<p>Low Flyers : Transformation & Turnaround Opportunities in the Aviation, Infrastructure, Mining and Construction Sectors</p> <ul style="list-style-type: none"> - Rupert Purser, Head of Business Consulting & Risk Advisory, Asia, Middle East and Africa, Hill International, Inc. - Glenn Darwin, former Senior Director, Air Canada Group
10.45	Tea Break & Networking
11.05	<p>White Water Transformation</p> <ul style="list-style-type: none"> - John Shelley, Chief Restructuring Officer, RBS Asia
12.05	<p>Personal Security and Vulnerability in a Turnaround, Transformation or Confrontation</p> <ul style="list-style-type: none"> - Kerry Hui, Managing Director, Key Link Group, Shanghai
13.05	Networking Lunch
14.15	<p>Measuring Intangible Risk: Corporate Culture and Behaviours</p> <ul style="list-style-type: none"> - Jim Dubow, Managing Director, Alvarez & Marsal - Adam Salzer, Managing Director, PwC Advisory
15:15	<p>SME Culture & Behaviour: Challenges Posed by Mid Market Transformation and Turnarounds</p> <ul style="list-style-type: none"> - Warren Wisnewski, China Managing Director, East West Associates, - Guy Facey, Facey & Associates, Hong Kong
16:15	Chairman Envoi / Conference Ends