

30th Annual

# CONFAB

2007

For successful consultants  
and those who want to be.

## Confab 3.0

The Next Generation of Consulting

• ENRICH •

• REFINE •

• EXPAND •

• LAUNCH •

October 27-30, 2007

Silver Legacy Resort & Casino, Reno, Nevada

[www.confabusa.org](http://www.confabusa.org)

 IMC USA  
Institute of  
Management Consultants

# THE NEXT GENERATION OF CONSULTING

This is our 30th Confab—an annual gathering of consultants and people who are considering consulting as a profession. The long time success of Confab is attributed to the variety of opportunities each participant can experience and the long term friendships and professional relationships that are formed. The programs offered are the heart of the learning experience, but you can also meet and explore consulting through golf, networking events, the exhibitor expo, the technology fair and many delicious meals.

The 2007 planning committee (an all volunteer team of seasoned consultants) has put together a conference that will help you in a variety of ways:

- Answer questions about your practice
- Help you get more clients
- Enhance your marketing program
- Make more money
- Learn about the future
- Focus on personal and professional balance
- Hear about the latest benefits & partnerships offered through IMC

We look forward to seeing you in Reno!

*Anna Bifano, 2007 Chair*

## OPENING KEYNOTE

### *The Art of Vision*

*Erik Wahl, The Wahl Group*



Join Erik as he challenges us to discover breakthrough thinking techniques that accomplish extraordinary results. An artist with a

degree in business communication and nearly a decade spent as a corporate partner. After working in business and playing with his art, Erik now PLAYS in the business world by WORKING with his art.

## PRE-CONFERENCE WORKSHOP

### *Love, Money & Marketing: Three Keys to EnergizeGrowth*



Is your phone ringing consistently with "ideal" opportunities? Are you enjoying highly profitable, fun assignments? If not, it may be time to re-energize your marketing approach. In this hands-on session, Lisa

Nirell, Chief Energy Officer, will teach you proven tools to generate highly profitable engagements.

Join us for an introductory pre-CONFAB tele-seminar on **September 12 from 9-10:15 am PT.**

Preview what you'll learn during her IMC-Confab 2007 session on October 28. The first 10 participants who register will receive a complementary 31 page *EnergizeGrowth* field guide (a \$37 value).

To register: [www.confabusa.org](http://www.confabusa.org)

## NEW THIS YEAR

### **CONFAB Technology Fair**

The CONFAB Technology Fair will bring to the fold experts in the areas of hardware, software, wireless, and new emerging technologies such as podcasting, video-casting, blogging just to name a few.

## MONDAY GENERAL SESSION

### *Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent*



Tamara J. Erickson, McKinsey Award winning author and widely respected expert on organizations and the changing workforce will address the seismic shift that is occurring today.

Learn from first hand research that examines the different generations of employees at work, how they relate to each other and what factors can help employers recruit, hire and retain top individuals and produce high performance.

## TUESDAY GENERAL SESSION

### *Partnering—From Dating to Divorce*



Dr. Michael Mann, Chairman of EnCompass Knowledge Systems, Inc. and author of over 100 publications and a dozen patents, will discuss consulting partnerships. Learn techniques for selection and assessment of potential partners and the cycle from "courtship" through "marriage" (or "divorce").

## MONDAY DINNER PROGRAM

### *Bodine Balasco*

Successful Meetings Magazine named Bodine "One of the Top 21 Speakers for the 21st Century", and the Academy of Magical Arts nominated him "Best Comedy Magician of the Year" 3 years in a row!

### **Saturday Reception and Hosted Cocktail Party**

Join us Saturday evening for the CONFAB 3.0 kick-off reception. Meet your committee, catch up with old friends and network, network, network!

## TAKE CHARGE OF YOUR SUCCESS

Confab's presentations and workshops are tailored to fit four practice stages. The stage designations are designed to help you select programs that you currently need to support the growth of your practice.

### Launch

Whether starting a new practice or beginning a career in consulting, this stage is geared to the newer consultant. Definition is critical: defining value propositions and target markets, initial marketing and business plans, and securing an initial base of clients. Consultants in this stage have technical expertise but may not have the business experience (or even yet the mindset) to be entrepreneurs or consultants.

### Expand

This stage is focused on building and expanding a client base, market penetration, and revenues. Often consultants are creating a network of fellow consultants, mentors, and advisors. Business relationships develop, creating mutually beneficial referrals. Consultants reach beyond their personal focus and expertise towards developing alliances, partnerships, sub-contractor and employee relationships.

### Refine

Consultants in this stage have typically developed a specific client base. They look to refine and renew these seasoned and long-standing relationships. They are exploring new ways of being of service and diversifying—to clients, new markets and beyond consulting. They are developing new services or territories, and building new revenue streams. They are focused on fine-tuning their practice and exploring new and different ways of approaching their work.

### Enrich

A new stage this year! Consultants are a curious lot. Part of what makes us tick is our desire to enrich others through our knowledge and expertise and to grow personally and professionally. Enrich focuses on the importance of learning, sharing, being of service and having a balanced, full life with a sense of well being.

## CONFAB Schedule at a Glance

### Saturday, October 27

#### Golf Outing

8:30 am to 4:00 pm

#### Welcome to CONFAB Reception **NEW EVENT**

6:00 pm

### Sunday, October 28

#### Check-in and On-site Registration

7:15 am to 5:00 pm

#### Pre-conference Workshop

8:00 am to 11:00 am

#### Technology Fair **NEW EVENT**

8:30 am to 11:30 am

#### Confab Sessions

12:00 noon to 5:15 pm

### Monday, October 30

#### Confab Sessions

9:00 am to 5:15 pm

### Tuesday, October 31

#### Confab Sessions

8:30 am to 11:30 am

# THE FULL CONFAB LINE-UP

For complete session descriptions and to register online visit [www.confabusa.org](http://www.confabusa.org)

	Launch	Expand	Refine	Enrich
<b>Saturday, October 27</b>				
8:30 am	<ul style="list-style-type: none"> <li>▪ Wolf Run Golf Outing</li> </ul>			
6:00 pm	<ul style="list-style-type: none"> <li>▪ Welcome Reception and Hosted Cocktail Party</li> </ul>			
<b>Sunday, October 28</b>				
8:00 am - 11:00 am	<ul style="list-style-type: none"> <li>▪ <b>Pre-conference workshop</b> Lisa Nirell: Love Money &amp; Marketing—Three Keys to Energize Growth</li> </ul>			
8:30 am - 11:30 am	<ul style="list-style-type: none"> <li>▪ Technology Fair</li> </ul>			
11:15 am - 11:45 am	<ul style="list-style-type: none"> <li>▪ First Timer's Orientation</li> </ul>			
Noon - 2:00 pm	<ul style="list-style-type: none"> <li>▪ Luncheon And Keynote Address: Erik Wahl—The Art of Vision</li> </ul>			
<b>Concurrent Sessions</b>				
2:15 pm - 3:30 pm	<ul style="list-style-type: none"> <li>▪ <b>eConsulting:</b> Improve your practice with state-of-the-art technology</li> </ul>		<ul style="list-style-type: none"> <li>▪ <b>Capitalizing on Green Companies:</b> Building client value through sustainability</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Successful People are Connected People</b></li> </ul>
NETWORKING BREAK				
4:00 pm - 5:15 pm	<ul style="list-style-type: none"> <li>▪ <b>Creating the Exceptional Client Experience</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Feast or Famine:</b> Shift your Patterns and Market and Sell Your Way Out!</li> </ul>		<ul style="list-style-type: none"> <li>▪ <b>The Ingenious Uses of CHAOS</b></li> </ul>
6:00 pm	<ul style="list-style-type: none"> <li>▪ Exhibitor Expo Appreciation Cocktail Party</li> </ul>			
<b>Monday, October 29</b>				
7:00 am - 9:00 am	<ul style="list-style-type: none"> <li>▪ <b>Breakfast—IMC Success Tool Kit:</b> 30 Benefits to Get Smart, Get Known, and Get Business, Mark Haas, IMC USA Chair</li> </ul>			
9:00 am - 10:15 am	<ul style="list-style-type: none"> <li>▪ <b>General Session—Tamara J. Erickson—Workforce Crisis:</b> How to Beat the Coming Shortage of Skills and Talent</li> </ul>			
NETWORKING BREAK				
<b>Concurrent Sessions</b>				
10:45 am - 12:00 pm	<ul style="list-style-type: none"> <li>▪ <b>How to Market on a Shoe-String Budget</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Balancing Flexibility and Discipline—Project Management Techniques that Substantially Increase Your Success!</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Creating Value Based Engagements</b></li> </ul>	
NETWORKING BREAK				
12:15 pm - 1:45 pm	<ul style="list-style-type: none"> <li>▪ Luncheon and Talk Show</li> </ul>			
<b>Concurrent Sessions</b>				
2:15 pm - 3:30 pm	<ul style="list-style-type: none"> <li>▪ <b>The Financially Savvy Consultant:</b> 10 Easy Financial Tips to Running Your Business</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Predicting Value:</b> How the 8 Personality Types Affect Your Engagement's Success</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Panel Discussion: Capitalize on Your Success—</b> Successful Exit Strategies</li> </ul>	
NETWORKING BREAK				
4:00 pm - 5:15 pm	<ul style="list-style-type: none"> <li>▪ <b>The World's Best Marketing Tool—Your Story</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Six Ways Blogging Can Help Your Business</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Early Warning Systems:</b> Seeing and Influencing Patterns to Find Solutions for Challenging Times</li> </ul>	
6:00 pm	<ul style="list-style-type: none"> <li>▪ Networking Cocktail Party</li> </ul>			
7:00 pm - 9:00 pm	<ul style="list-style-type: none"> <li>▪ Dinner Program: Bodine Balasco</li> <li>▪ \$1,000 Give-A-Way</li> </ul>			
<b>Tuesday, October 30</b>				
7:00 am - 8:15 am	<ul style="list-style-type: none"> <li>▪ Breakfast—Open Space Discussion Groups</li> </ul>			
<b>Concurrent Sessions</b>				
8:30 am - 9:45 am	<ul style="list-style-type: none"> <li>▪ <b>Sell Smart! Sell Successfully!</b></li> </ul>		<ul style="list-style-type: none"> <li>▪ <b>Avoiding and Surviving the Pitfalls of Consulting in Asia and the Pacific</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Eight Keys to the Summit:</b> Parallels Between Consulting Success and Climbing the World's Highest Mountains</li> </ul>
NETWORKING BREAK				
10:15 am - 11:30 am	<ul style="list-style-type: none"> <li>▪ <b>General Session—Michael Mann—Partnering:</b> From Dating to Divorce</li> </ul>			
11:30 am	<ul style="list-style-type: none"> <li>▪ Box lunches and beverages to travel</li> </ul>			

## \$1,000 Hotel Give-A-Way

Five lucky Confab attendees will share \$1,000 at a random drawing during Monday evening's dinner celebration. Confab attendees who stay at least two nights at the Silver Legacy will be eligible.

### How to be a Winner!

1. Register at the Silver Legacy under the **IMC7** code for both Sunday & Monday evenings.
2. Participate as a paid CONFAB registrant.

### HOW TO REGISTER

Go to [www.confabusa.org](http://www.confabusa.org) Save \$\$ by registering early! **Early-Bird registration closes September 30.**

### ULTIMATE CD

Take home the entire Confab conference on the Ultimate CD that contains final presentations and audio recordings of all sessions as well as the photo directory in searchable format (\*.pdf and \*.xls). Play it on your computer or an MP3 player.

### ATTENDEE PHOTO DIRECTORY

Attendees receive a directory of CONFAB registrants, with photo and practice description—a valuable resource to help build your network.

**PRICING:** Go to [www.confabusa.org](http://www.confabusa.org)

### WHAT TO WEAR

Casual attire for the meetings, business casual or dress-up for Monday Dinner.

### LITERATURE DISPLAY

As a registrant you may display your promotional literature at the Confab Information Table.

### CMC/CPE CREDITS

Sessions—3 CMC points

Pre-conference workshops—1 point each  
CPAs up to 17.5 CPE credits

### QUESTIONS?

Contact [info@confabusa.org](mailto:info@confabusa.org) or Conference Chair Anna Bifano at 503-223-8776

### Be An Early-Bird—Save \$\$ and Get a Sneak Preview

Register by September 30 and receive a Preview CD of all presentations. The CD is designed to help you plan a successful CONFAB experience. Register after September 30 and you will receive a CD-ROM at Confab.

### Wolf Run Golf Course Outing

The Confab Golf Outing continues. Join us on a championship course designed around the peaceful Nevada desert landscape.

Your golf package includes: green fees, cart, box lunch, range balls, gifts, prizes, and transportation. Don't miss it...register now as an Early-Bird golfer.

Meet in the Silver Legacy valet parking area for prompt 8:30 am departure.

Co-Golf Sponsor



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