



GEC Risk Advisory

Transforming Risk into ValueSM



INTEGRITY, RISK & REPUTATION: AN EXECUTIVE WORKSHOP

MADRID, SPAIN - JUNE 17, 2014

Garrigues | Hermosilla, 3 | 28001 Madrid

Transforming Risk into Business Value in the Spanish Market and Beyond

*In this one day workshop conducted in central Madrid, two leaders in integrity, risk and reputation management bring their real world experiences from multinational ethics and compliance programmes to the Spanish market for the first time. Executives joining this impactful networking and best practice sharing forum will take away fresh **ideas to create value and increase financial performance in their organisations**. The presenters will share their practical experiences and tools to demonstrate that Compliance and Risk are no longer defensive costs for your company but offer great opportunities to reduce costs, boost the loyalty of your customers and increase profitability.*



PROGRAMME

Thank you to our hosts in Madrid

GARRIGUES

9:00-9:30

REGISTRATION AND BREAKFAST

9:30-11:30

SESSION 1: SETTING THE SCENE

WHY INTEGRITY, RISK & REPUTATION?

REAL WORLD BUSINESS DILEMMAS – NEW OPPORTUNITIES
FOR FINANCIAL PERFORMANCE

THE CRIMINAL CODE IN SPAIN: NEW DEVELOPMENTS

Juan Pablo Regojo, Senior Associate, Garrigues

11:30-12:00

NETWORKING COFFEE BREAK

12:00-14:00

**SESSION 2: BOUNCING BACK FROM
THE CRISIS**

PRACTICAL CRISIS MANAGEMENT SCENARIO –
AN INTERACTIVE LEADERSHIP EXERCISE

14:00-15:00

BUFFET LUNCH

15:00-16:30

**SESSION 3: COMPETITIVE ADVANTAGE
AND PROFITABILITY FOR YOUR BUSINESS**

VALUE FROM ETHICS – A NEW APPROACH TO CULTURE

TOP COMPLIANCE RISKS – BEYOND MITIGATION
TOWARDS VALUE CREATION

WHO SHOULD ATTEND?

- ✓ Business leaders focused on increasing performance and financial results.
- ✓ CEOs, CFOs, Chief Compliance Officers, Heads of HR, Audit, Sales and Marketing, General Counsels, Heads of Sustainability, Communication and Strategy.

BENEFITS FROM ATTENDING

- ✓ Discover new ways to convert risks and crisis recovery into measurable business value.
- ✓ Build business integrity in the hearts and minds of your people and your organisation.
- ✓ Prepare your top team to confidently manage a major ethical and reputational crisis.
- ✓ Guarantee a highly effective compliance programme for your stakeholders – and boost your profits.

FACILITATORS



Andrea Bonime-Blanc (New York)

CEO, GEC Risk Advisory LLC (www.GECRisk.com), former Global Chief Ethics & Compliance Officer of Bertelsmann and PSEG Global, Chair Emeritus of the Ethics & Compliance Officer Association. Author, [Spain's Transition to Democracy: The Politics of Constitution-making](#) (Amazon). Juris Doctor, PhD Columbia University. Graduate, Colegio de las Teresianas, Malaga, Spain.



Murray Grainger (Madrid)

Managing Director of Impact on Integrity (www.impactonintegrity.com), former Head of Ethics and Compliance Programme at Airbus and former Chair of the ECOA's Global Business Interest Group, Global Executive MBA - IESE Business School.

Customised workshops in English and Spanish also available for your organisation. Contact IOI or GEC Risk at murray@impactonintegrity.com & abonimeblanc@gecrisk.com

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THOUGHT LEADERSHIP FROM THE FACILITATORS:

"Top Tips to Fight Fraud in Your Global Organization." In this article published in the March 2014 issue of Compliance & Ethics Professional Magazine, the co-authors, Murray Grainger & Andrea Bonime-Blanc, review several practical tips to combat fraud. Fraud is, more than anything else, a cultural issue -- get the culture right and both the materiality and incidence of fraud that could occur will diminish. Download Here: <http://www.gecrisk.com/publications-media/>

WHAT PREVIOUS PARTICIPANTS AND PROFESSIONALS ARE SAYING

"The Leadership and Compliance seminar, jointly held by Murray Grainger and Andrea Bonime-Blanc, provided a comprehensive overview on the most relevant issues to understand the transformation of compliance from a merely legalistic into a business ethics framework. Compelling examples showed why and how compliance matters, what may facilitate non-compliant behaviour within an organisation and its impact on the leadership. Both presenters clearly drew from extensive knowledge and experience to the great benefit of their audience. The seminar was clearly structured, very lively and engaging as well as thought-provoking. I personally took away a lot of valuable ideas and impulses that will continue to impact my work."

Anette Maier
Partner, Meister Rechtsanwälte

"Andrea Bonime-Blanc brings a brand and fresh new thinking and advisory approach to the much debated issue of "corporate responsibility". Having learnt it the hard way as a senior executive at several global companies for two decades, she has come to a quintessential point helping other companies do it. But we are talking about a holistic and strategic approach to "corporate responsibility, risk & reputation", not just "corporate social responsibility" which in isolation is often a hide-all blanket for corporate non-responsibility."

José A. Herce
Associate Professor of Economics at the Universidad Complutense de Madrid and Associate Director at Afi

"Andrea is the consummate global governance, risk, ethics and compliance expert. Her international background and sensitivities as well as years of experience leading global teams and initiatives for several companies in several industries make her an outstanding choice for boards of directors and executive teams for advice on critical global risks. Andrea presents that rare combination of being both strategic and tactical — able to see and build the big picture while translating it into concrete, practical, achievable steps. She has an outstanding record of success and achievement and the highest integrity."

Hans W. Decker
Retired Vice Chairman and President, Siemens Corporation USA
Adjunct Professor at Columbia University SIPA

"Murray Grainger speaks with an almost evangelical zeal on the subjects of Integrity, Risk and Corporate Reputation. One of the very few speakers on the circuit, and I've seen quite a few, who genuinely brings home the dangers of ignoring these vital topics for modern businesses, and really pushes the economic truth that prevention is so much better than cure. Murray speaks from the position of a seasoned campaigner who has been at the sharp end of implementation, not some dry economic theory about what to do and what not to do to protect and build healthy and sustainable entities in the modern business world."

Matt Donnelly
Managing Director, AdMosFear

REGISTRATION AND PRICING INFORMATION

To register one or more places for your company at
Integrity, Risk & Reputation: An Executive Workshop
please call (+34) 917 668 044 or email info@impactonintegrity.com.
You can also register online at <http://bit.ly/GECIOIWorkshop>
Price: €850 + IVA.