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The Balanced Scorecard Institute and Informa Middle East Conclude their Highly Successful 2017 Conference in Dubai, UAE

The Balanced Scorecard Institute and Informa Middle East hosted over one hundred leaders, industry experts, and strategy and innovation practitioners from around the world at the Strategy Execution and Innovation Forum in Dubai, UAE.

Cary, NC- May 12, 2017 – In partnership with international conference provider Informa Middle East, the Balanced Scorecard Institute (BSI) concluded its highly successful Strategy Execution and Innovation Forum, held May 7-10, 2017 at The Address Hotel Dubai Marina, UAE.

This Forum was designed for strategy and innovation leaders, managers, and practitioners from business, government, and nonprofits to share knowledge, tools, and techniques and to network to learn how 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 were also highlighted and discussed.

The Forum featured over 25 strategy execution and innovation sessions including keynotes, presentations, case studies, and masterclasses from leading international organizations such as: LEGO, Philips, 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. Experts from the Balanced Scorecard Institute also presented, including Joe DeCarlo, Vice President of International as well as Co-Founder and President Howard Rohm, co-author of [*The Institute Way: Simply Strategic Planning and Management*](#) who chaired the Forum as well.

“This year we added a new component to the Forum and had two tracks- one to focus on Strategy and the other on Innovation. It was a wonderful blend of old and the new and the speakers and presentations were very strong and engaging. This signature event is part of our long-standing partnership with Informa Middle East,” Howard said.

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: www.informa-mea.com

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