



How Think Global Consulting can help you deliver an incomparable China event

Delivering an **'ordinary'** China conference, study tour or event is easy if you're based in Australia. Most follow this path.

Delivering an **'incomparable'** China conference, study tour or event is not easy. Few initially appreciate why.

The single most significant difference between **'ordinary'** and **'incomparable'**, and the absolute prerequisite to producing a truly memorable China conference, study tour or event is having access to the relevant cross-cultural knowledge, skills and experience.

The unfortunate reality is that most conference or event organisers don't appreciate or realise the difference until afterwards. This mistake is avoidable.

We invite you to compare Think Global Consulting with the alternatives to confirm how we are the only organisation providing the difference between an **'ordinary'** and an **'incomparable'** China experience.

Think Global Consulting helps Australians maximise the benefit and value of a conference, event or study tour to China because:

- we've lived and worked in both China and Australia...compare.
- we have a long established and relevant network of contacts, friends, speakers and business partners in both China and Australia...compare.
- we have a team on the ground in both Australia and China...compare.
- we're experienced in offering and working with wealth management and financial services organisations, in both Australia and China...compare.
- we've organised and led numerous tours and events to and from China - twelve in the past 18 months...compare.

That's how Think Global Consulting has developed and gives you access to the relevant cross-cultural knowledge, skills and experience to make the difference between you having an **'ordinary'** China event, and an **'incomparable'** one.

What does that mean for you?



Consider the following five Chinese proverbs or sayings as an illustration of why you need Think Global Consulting, and how we can help you. Compare with the alternatives, and see how you can experience an **'incomparable'** program.

1. Dream different dreams while on the same bed

Communication can be difficult in China, despite their rapid adoption of the English language. Despite the best intentions on both sides, we often find that an instruction, idea or request can be badly misinterpreted due to a complex mix of cultural, educational and social differences. We understand the financial services environment in both Australia and China, and can tailor the topics, speakers and activities that will engage, excite and inspire your delegates. We are also experienced in designing and delivering programs that will meet your Australian compliance and CPD requirements. When you work with us you can relax in the knowledge that we understand your objectives, have been dealing with the Chinese for many years and know how to communicate in a way that will ensure that we get the results you're looking for.

2. You can't catch a cub without going into the tiger's den

It's important to be brave in your choice of conference speakers, topics and activities to ensure that you deliver a truly Chinese cross-cultural experience to your delegates. We start with the principle that we will deliver a program that can't be delivered in a conference room in Australia. Why else would you go to China?! Sometimes this involves making some tough decisions, inviting local speakers (with excellent English language skills) to tackle difficult topics and organising business related activities that you wouldn't normally cover in your conference. Our job is to make sure that you make these decisions with confidence and emerge unscathed from the tiger's cave!

3. In China everything is possible but nothing is easy

We've been living in and going to China for the last 20 years. There's no doubt that it's much easier than it used to be. But things still go wrong. People don't turn up when they say they will, or they send someone else, or it takes longer than you expect to get the answer you were looking for. Sometimes you don't know you're in trouble until it's too late! It helps if you've built an established and reliable network of local people (otherwise known as "good *Guanxi*") who have worked with you before, who are keen to develop a long term relationship and will go to great lengths to ensure that you don't get let down. We have an established network of these people.

4. The quicker you want to speed things up, the slower you go

Success in China depends on showing up regularly, building relationships, demonstrating a long term commitment, and being consistent and patient. It's hard to do this when organising a one-off conference! We've demonstrated time and again that we can get immediate and successful results by visiting China regularly, by developing close personal relationships with a diverse range of experts and by building trust with them. It's amazing what can be achieved quickly when mobilising a group of trusted friends and contacts who are keen to help and impress you!

5. An inch of time is an inch of gold but you can't buy that inch of time with an inch of gold

The cost of organising a China event, not to mention the costs incurred by travelling delegates, speakers and staff, is very high by any standard. It's critical that you get it right for all concerned. It's far from ideal to take your important and influential delegates to an alluring location such as China, and then to deliver 'ordinary' business and educational content. In the last 18 months alone, we've run ten programs in Hong Kong and China for a wide range of types of groups, and we're running more in 2007. Think Global Consulting specialises in helping organisations deliver an incomparable China event. We've received testimonials and endorsements from leading industry figures. They confirm that, for many, the difference that Think Global Consulting brings is most apparent after the fact. We'd welcome sharing their experiences with you, so that you can benefit from the beginning of your planning and throughout the delivery of an **'incomparable'** China event.

You'll quickly see the significant difference that access to the relevant cross-cultural knowledge, skills and experience makes.

For more information, or to discuss your next China conference or event with Think Global Consulting please contact us at:

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