

**SIM Annual Management Lecture 30<sup>th</sup> Anniversary**  
**26 August 2011, Friday, 9am - 4pm**  
**Shangri-La Hotel, Singapore**  
[www.sim.edu.sg/aml](http://www.sim.edu.sg/aml)

Inaugurated in 1982, the SIM Annual Management Lecture (AML) is SIM's annual hallmark event, organised with the objective of bringing the world's best thought leaders and global thinkers to Singapore for executives to learn and discuss on the latest management topics. This year, running into its 30<sup>th</sup> year, we have yet another renowned management thought leader - **Malcolm Gladwell**.

Over two keynote presentations, Malcolm will speak on the **human capitalisation challenge** and what organisations can do better to exploit human potential as well as expound on the **entrepreneurial profile** – how to encourage innovation and new business development. Find out [more](#).



You get to bring home a copy of his bestseller *Outliers: The Story of Success* and get to network at a specially-arranged luncheon.

Known for his engaging story-telling fashion and thought-provoking ideas - Don't miss this wonderful opportunity to meet Malcolm and learn from the best and latest in management thought leadership!

**Enquiries:**

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