



IPA Second Friday Lunch: Collaboration and Business Etiquette

Friday, January 10, 2014 from 12:00 PM to 1:30 PM (EST)



Mr. Gaurav Bhalla, Ph.D., Collaboration Expert, and Ms. Cynthia Lett, CEP, Business Etiquette Expert, will be interviewed by Mitchell P. Davis, CEO and Director General of the International Platform Association. Lunch by Bittersweet Catering.

Ms. Cynthia Lett CPP, CEP is respected worldwide for her knowledge of American and international etiquette and protocol. She teaches professionals how to outclass their competition and leave the best impressions possible in all situations. Clients include offices of protocol, executives and professionals at all levels. Quoted in *Business Week*, *Wall Street Journal*, *International Herald Tribune*, *Entrepreneur*, *Newsweek*, *Success*, *Washington Post*, *Forbes*, *CNN.com*, *Washington Business Journal*, *CFO*, *CIO*, *TellerVision*, *Esquire* and dozens more print and broadcast sources, Cynthia often comments live on Fox News and CNN. Her book, *That's So Annoying: An Etiquette Expert's Take On The World's Most Irritating Habits And What To Do About Them* was released July, 2009. Her talk-show, *Modern Civility with Cynthia Lett* airs on BlogTalk Radio: <http://www.blogtalkradio.com/moderncivility> on the Internet.

More about Cynthia Lett: <http://www.expertclick.com/19-739>

Ms. Lett's new book is *Modern Civility: Etiquette for Dealing with Annoying, Angry or Difficult People*

Gaurav Bhalla shows global companies how to win customers' hearts by excelling at innovation and customer value creation. "Let me explain why I chose 'customer value creation through continuous innovation' as my Everest," he says. "Quite simply, winning customers' hearts by creating and delivering compelling customer value is the single most effective strategy for acquiring and retaining customers and growing earnings; something that Peter Drucker said should be the fundamental goal of any business. It is also, hands down, the best investment a company can make in its own future growth and success."

More about Gaurav Bhalla: <http://www.expertclick.com/19-4564>

Dr. Bhalla's new book is *Collaboration and Co-Creation: New Platforms for Marketing and Innovation*

Event Starts at Noon. Room Opens at 11:45 AM

Welcome at Noon from Bob Schurk from the Lyceum

A welcome for IPA -- he will welcome us to the room.

<https://www.alexandriava.gov/Lyceum>

1) By Bob Schurk, about the Lyceum and the history. On our site visit he told two stories:

- a) They have had some really big speakers there, including General Tom Thumb, who stood 3'4" high.
- b) The Lyceum has been a meeting place for many years hosting dozens and dozens of speakers between 1839 and 1861. The lecture Hall was on the second floor and a library and small museum was on the first floor. Alexandria's volunteer Confederate soldiers met in front of the Lyceum on the first day the Civil War and marched out of town via Duke Street just as Federal troops were invading the city at the Potomac riverfront – about 8 blocks away

Lunch opens at 12:30

Continues with Laura J. Bobrow, Storyteller

- a) Laura J. Bobrow, a professional storyteller and former Board of Directors member of IPA, will talk about the role storytelling has played at past IPA conferences through speakers, workshops, and informal Story Circles held in the evenings.

www.laurajbobrow.com

Mitch will introduce Alan Schlaifer as the Executive Director

Alan will mention some interesting events the Wharton Club.

The program is scheduled to end at 1PM

Networking from 1:00 to 1:25: Lights flash at 1:25 Room closes at 1:30.



@ The Lyceum: Alexandria's History Museum
201 S. Washington Street, Alexandria, Virginia

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