



IPA Second Friday Lunch: Collaboration and Business Etiquette

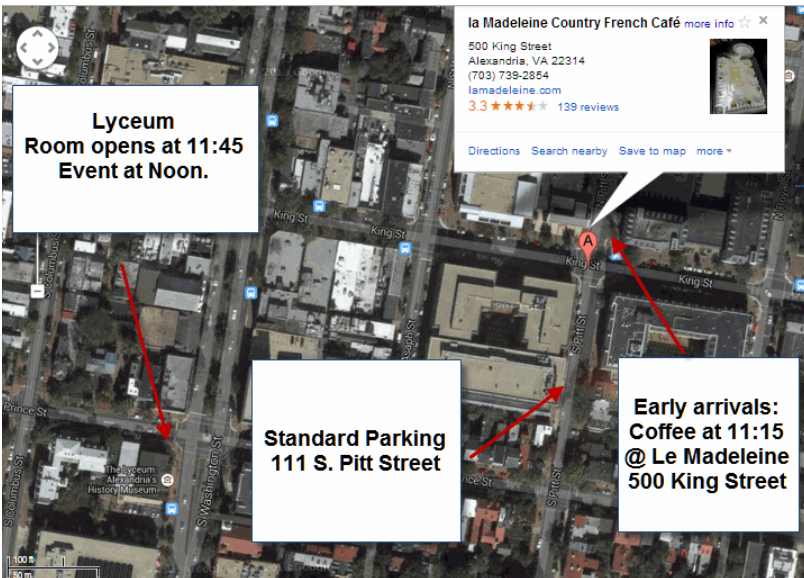
Friday, January 10, 2014 from 12:00 PM to 1:30 PM (EST)



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*



**[Best Parking at 111 N. Pitt Street]
Pre-event is Free Coffee: 11:00AM to 11:30AM
@ La Madeleine, 500 King Street.**
12:00 Noon Lyceum opens for event.
12:05 Welcome by Mitchell Davis
12:05 -- 12:10 Five minutes by Ms. Lett.
12:10 -- 12:15 Five Minutes by Mr. Bhalla
12:15 - 12:45 -- Seated talk show style discussion
12:30 -- Sandwiches, Pasta Salad, and Soda
12:45 -- 1:00 Question period.
1:00 - 1:30 Networking and book signing.



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

International Platform Association®, 2500 Wisconsin Ave., N.W. Washington, D.C. 20007 (202) 333-5000
Mitchell Davis, CEO & Director General. (202) 333-5000 CEO@InternationalPlatform.org

www.InternationalPlatform.org

Bringing the World's Top Speakers and Their Audiences Together Since 1831.