



Soft Facts, Culture and Leadership in European Aerospace Industry





Soft Facts, Culture and Leadership

in

European Aerospace Industry

Purpose of ECALAS International Aerospace Seminars in general:

- Since the start of the first ECATA Course in 1992, all participants are joining the ECATA Alumni Association called ECALAS
- In the meantime the association can count more than 350 members and is continuously growing
- To foster the idea of a living and information exchanging network, ECALAS and its members decided starting 1996 to have at least 1 event per year to meet, discuss and learn from each other as well as from high level speakers being invited, coming mainly from Aerospace Industry and University

The goal for the 13th ECALAS International Aerospace Seminar is, to.....

- ...understand, that a company is a living organism, where all parts need to be nurtured and treated different
- ...realised that our most valuable asset a company has, are the people working for you
- ...understand, that we were too much focussed on profit, partially ignoring our most valuable asset
- ...foster the understanding of Emotional Caution, Human Aspects
- ...create awareness that managing a company is not enough.....it has to be lead by leaders (not managers only)
- ...understand that Soft Facts and the way we deal with them are vital to the "health" of our companies
- ...understand that the changes we are facing now and in the near future can only be successful, if we include our people as individual in the new processes
- ...create awareness that figures are important, but " figures are not everything"



Further Information

Conference Location : Both days on Site of Alenia Aermacchi Varese

Visits : The seminar program includes two optional parts

- **Oct. 7th late afternoon/evening : Social Event and Dinner**
- **Oct. 8th afternoon : Alenia Aermacchi Site Tour**
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Registration : Attendance to the seminar is free of charge – see registration form next page

Accommodation : Following Hotels in the Center of Varese would be referenced and have offered a special rate for ECALAS Seminar Participants

www.arthotelvarese.it/index_en.html

Availability: 28 Rooms Rate per night: 80€

(Booking Number Alenia Aermacchi)

www.hoteleuropavarese.it/english/HotelEuropa.htm

Availability: 25 Rooms Rate per night: 68€

(Booking Number 61)

www.cityhotelvarese.com/engl/home/index.asp

Availability: 46 Rooms Rate per night: € 70 for single room

€ 89 for double room used as single

(Booking Number Alenia Aermacchi)

Important Nota : The set of rooms have been blocked until Tuesday, August. 31st and each seminar attendee shall make its own booking and pay its accommodation.

Please indicate for your reservation the above code.

Bus transportation for all participants is arranged



13th ECALAS Seminar - AGENDA

Oct. 7th, 2010 : Location : Alenia Aermacchi Varese

Time	Topic	Speaker	Remark
0930 - 1200	<i>ECALAS General Assembly (for ECALAS members only)</i>		
1230 - 1400	Buffet Lunch		
1400 - 1430	Welcome at Alenia Aermacchi Seminar Opening & Introduction Key Speakers Note	C. Cosentino W. Beck N. Cauceglia	CEO AleniaAermacchi ECALAS CTO Alenia
1430 - 1515	Leaders and Managers: A different approach to complex organization environments	V. Cioffi	CTO Alenia Aermacchi
1515 - 1600		Ch. Loos E. Luciano	McKinsey
1600 - 1630	Coffee Break		
1630 - 1715	Creating Leadership for Innovating Companies	A. Prencipe	PHD Professor of Innovation at University G. D'annunzio & Honorary Professor at SPRU University of Sussex (UK)
1715 - 1745	Using emotional IQ to develop the leaders of tomorrow?	F. Fernon	Tothepoint, Paris
	Closing of Day 1		
1800	Bus Transport from Alenia Aermacchi to Center of Varese		
	Social Event		
2030	Dinner together		ECALAS Invitation

13th ECALAS International Aerospace Seminar
October 7th – 8th, 2010 – Varese (Italy)
On Site of Alenia Aermacchi



Oct. 8th, 2010 : Location : Alenia Aermacchi Varese

Time	Topic	Speaker	Remark
0830	Bus Transport from Varese to Alenia Aermacchi		
0900 - 0915	Wrap Up 1st Day	W. Beck	
0915 - 1000		T. Fillingham	BAES
1000 - 1045		A. Stöckl V. Paltzo	Eurofighter GmbH
1045 - 1100	Coffee Break		
1100 - 1130		L. de la Sayette	Dassault Aviation
1130 - 1200	Discussion		all Speakers & Moderator
1200 - 1215	Official Closing of Seminar	W. Beck	ECALAS
1215 - 1330	Buffet Lunch		
1330 - 1530	Guided Tour on Site of Alenia Aermacchi		
1600	Bus Transport from Alenia Aermacchi to Malpensa Airport		



REGISTRATION FORM

If you are interested to participate to 13th ECALAS International Aerospace seminar and visits please register before **Sept. 24th, 2010** (see bottom of page mandatory information to be given)

Form to be sent back by email to : wolfgang.beck@eurofighter.com

or fax : + 49(0)8459 81 66740.

Note : Please secure your hotel booking individually

Last Name: _____ First Name: _____

Company / Organization name (acronym and full name): _____

Phone: _____

Fax: _____

E-mail: _____

: I intend to participate to the ECALAS General Assembly (for ECALAS members only)

: I intend to participate to the ECALAS Seminar

Arrival date & time: _____

Departure date & time : _____

: I intend to participate to the seminar Lunch Buffet on Oct. 7th

: I intend to participate to the "Social Event" in Varese? Late afternoon on Oct. 7th
Please indicate if your spouse or partner is joining the museum visit :

: I intend to participate to the Seminar dinner offered by ECALAS on Oct. 7th
Please indicate if your spouse or partner is joining the dinner :

Please indicate below required information to allow you to enter Alenia Aermacchi Premises – Mandatory information for seminar attendee

Passport / National ID Card number: _____ Expiry Date: _____

Nationality: _____ Date of birth : _____

Laptop data: Model _____ Brand _____ Serial Number _____

Date :

Signature :

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Map of Varese / Location of Hotels

