

Please attach your
business card here

Deadline for Applications: 30th September 2010

The Programme (PMP) consists of four 5-day modules:

1. Understanding Consumers	30 Jan to 4 Feb 2011	LBS	London, UK
2. Generating Demand	28 Mar to 1 Apr 2011	Wharton School	Philadelphia, USA
3. Executing Supply	23 to 27 May 2011	WHU	Vallendar, Germany
4. Leading Change	5 to 9 September 2011	INSEAD	Fontainebleau, France

Applicant Professional Information

Mr. / Mrs. / Dr. : First Name(s):

Family Name: Company:

Title/Position: Function:

Company Address:

Country: Website:

Direct Tel: Fax:

Email: Mobile:

Personal Asst Name:

PA's Tel: PA's email:

Company's Field of Activities:

Applicant Personal Information

Date of Birth: Gender: Female Male

Nationality: Private Email:

Home Tel: Private Mob:

Date started with Company: Date Started Current Job:

Previous Executive Programmes attended (please indicate programme, institution & year):
.....

Please state your **Personal Objectives** or attending the Programme (i.e., reasons for attendance):

- 1.....
- 2.....
- 3.....

Please attach a recent passport-size picture here.

Applicant Signature: **Date:**

I confirm that I have a good command of the English language. I have read and accepted the cancellation and other terms of application for the Programme (overleaf) and that I am authorised by my company to form a contractual relationship with the ICI in connection with this booking.

Please complete Page 2 of this form; both signatures of the Senior Sponsor and the Applicant (above) are required.

Terms and Conditions of Attendance on the Progressive Management Programme

Each applicant is accepted on the PMP on the basis that their Sponsoring Executive is committed to supporting their full attendance on the Programme. If a participant needs to cancel him or herself from one of the PMP modules due to emergency circumstances beyond their control, the ICI will try to be flexible to enable the participant concerned to re-take that single module if it is possible. However, this cannot be guaranteed and is likely to attract an extra fee of €5.000,--. If a Participant cancels from more than one module, his/her further participation on the PMP is considered to be forfeited by their company with no refund payable.

The fee for this Progressive Management Programme is €28.000,--. This includes all tuition, educational material, break-time refreshments and lunches. Accommodation and dinners are not included in this fee. Hotel rooms have been reserved in a nearby hotel for each participant for each of the four Programme modules. Hotel costs and costs for all transportation are the responsibility of each participant. Please note that fees may be subject to change.

Cancellations received at least 8 weeks before the start of the Programme have no charge.
Cancellations received between 6-8 weeks, attract a cancellation charge of 50% (€14.000,--).
Cancellations received with less than 6 weeks notice, are charged at the full rate (€28.000,--).
Attendee name changes can be made up to 4 weeks before the start of the Programme with no charge.

Invoice Contact Information

Name : Job Title:
Company: VAT no:
Company Address: Purchase Order no:
Company Address:
Country: Telephone:
Fax: Email:

Sponsoring Executive Endorsement

Having discussed the Programme with our applicant, these are the **specific objectives that I and the company** have for him / her as a result of participating in the Programme.

- 1.....
- 2.....
- 3.....

I confirm that the applicant will be available from company duties during the four non-consecutive weeks of the Programme, and that the company guarantees to pay the tuition fee, and cancellation fees if applicable (stated above).

Name : Job Title:
Company:
Country: Telephone:
Fax: Email:
Signature: Date:

For any further information about any aspect of the PMP, please contact:

Stephanie Penning Programme Director Phone: +39-349-243-3706, or: +44-779-375-1352
Email: stephanie.penning@ecreurope.com

Please complete and return this application form via email, with scanned images, or directly to Stephanie's home office:

La Serena, Loc. Monticelli, 06072 Castiglione della Valle, Perugia, Italy

Thank you for completing this Application Form and we look forward to welcoming you in 2011.

All data contained on this form is maintained by the ICI for the purpose of the PMP only and is kept according to the data access laws pertaining at the time.