

Bedford Branch in association with the University of Bedfordshire

Annual General Meeting followed by Top of the Flops – Lessons from Failure

Thursday, 28th of May 2009, AGM @ 7:15pm, Event @ 8:00pm
University of Bedfordshire, Polhill Avenue, Bedford MK41 9EA
Peter Cook, Author 'Sex, Leadership and Rock'n'Roll'



Come along for some Rock'n'Roll wisdom in a session with Peter Cook. Hear the inside story of Peter's 'Dragons Den' experience, where he put his life savings up to organise the greatest Rock'n'Roll tour in the world, flying 300 fans of geriatric cult punk rocker John Otway round the World. This is a story of enterprise, innovation and glorious failure on the scale of spoof rock movies like Spinal Tap and the Blues Brothers. The tour failed in a 'comedy of errors' that is more instructive than the classic tales of success in enterprise and innovation.

Alongside the musical mayhem, you will learn important lessons on business and personal improvement that will serve you for the rest of your life! There will be a book signing and impromptu jam session at the end of Peter's session.

The event is preceded by the Chartered Management Institute Bedford Branch Annual General Meeting for members only.

Peter Cook leads Human Dynamics, a creative management consultancy. With over 20 years' business, academic and consultancy experience: Leading innovation teams; International trouble-shooting; Internal business and OD consultancy; Leadership and management development.

Peter started life as a chemist, has an MBA and a 'university of life' qualification in leading rock bands. Author of 'Best Practice Creativity' and 'Sex, Leadership and Rock'n'Roll', acclaimed by Tom Peters, who said of it "Sex, Leadership and Rock 'n' Roll is a marvellous book, which closes the door on the tidy, hierarchical, know-your-place 'Orchestral Age' and ushers in a new, creative era of challenge and change. Hooray!"

You can preview Peter's work at www.academy-of-rock.co.uk and www.humdyn.co.uk



www.managers.org.uk/bedford



Due to limited numbers, members are urged to book early.

Cost*	Date	Venue
Members £Free University of Bedfordshire Faculty and Students £Free Non-members £10.00	Thursday 28 th May 2009 AGM 7.15 pm (members only) Event 8.00pm	University of Bedfordshire Polhill Avenue Bedford MK41 9EA

NB: *Prebooked and non-refundable. For 'at the door prices' add £5/place.

Directions

The University of Bedfordshire's Faculty of Education and Contemporary Studies is based at the Bedford campus. Home to around 2,900 students, it is renowned for its friendly, supportive atmosphere and has a proven track record of exceptional teaching, research and graduate employment.

By Road –From the north, leave the M1 at junction 14. Take the A422, following signs for Bedford. From the south leave the M1 at junction 13, then follow the A421 to Bedford. From the A1, south of St Neots, take the A428 to Bedford, Bedford campus is next to the A428 on the eastern side of Bedford.

By Rail - First Capital Connect from London King's Cross Thameslink - journey time about 50 minutes OR Midland Mainline from London St Pancras - journey time about 40 minutes. There are also direct trains from Leicester, Derby, Nottingham and Sheffield.



BOOKING FORM : Top of the Flops – Lessons from Rock'n'Roll Failure

Please reserve__ member/University of Bedfordshire places at £Free each

Please reserve__ non-member places at £10.00 each

Name _____

Membership No _____

Job Title _____

Organisation _____

Address _____

Postcode _____

Tel _____ Fax _____

Email _____

Guest/s Name/s _____

Phone **01234 855422** or email shaun.bowman@ntlworld.com

Please complete and return to:

CMI Bedford Branch, 5 Harrier Way, Kempston, Bedford MK42 7TY

by **Tuesday 26th May 2009**

Make cheques payable to: CMI Bedford Branch