

## **‘Think Different’ – a LEAD Events tribute to Steve Jobs**

A year almost to the day since the death of Steve Jobs, LEAD Events is paying tribute to the man synonymous with Apple Computer, the world’s most valuable company.

Titled ‘Think Different’, the breakfast meeting on 3 October, 2012, from 8 to 11.30 a.m. is being hosted at InterContinental Malta, St Julian’s.

Business professionals will be able to discuss inspirational video clips of Jobs, who left behind a legacy, not only in the computer industry but in films and the wireless businesses, that is unrivalled. Six speakers will also be giving their views.

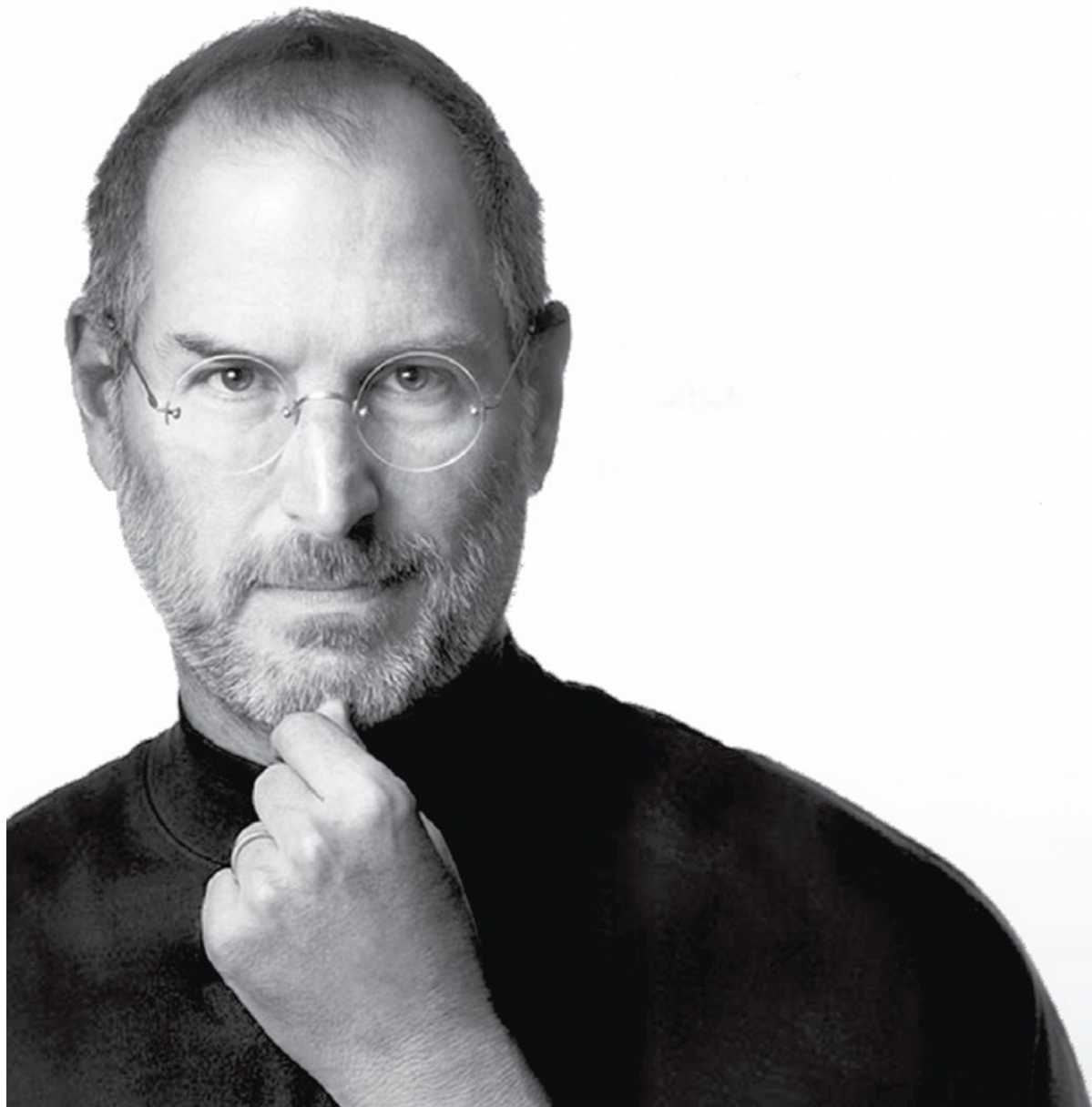
These are: Ivan Bartolo, founder and CEO of 6pm Holdings plc; Edwin Ward, a brand identity expert and an advertising and public relations professional; Mark J. Galea, co-founder of Quad Consultancy (Malta) Ltd; Jesmond Pace, founder and managing director of FACT Group, director of CPA Associates International and a director and treasurer of the CPAAI regional board for Europe, the Middle East and Africa; Kevin-James Fenech, a strategist, management consultant and business advisor specialising in branding, strategy and business model innovation; and Damian Xuereb, chief strategy officer at the Lotteries and Gaming Authority,

Delegates will be able to get involved by tweeting about the event, with all tweets being displayed on a live twitter wall and InterContinental Malta they will be equipped them with an iPad each to enable them to take notes, tweet and update the Facebook and LinkedIn statuses.

“Steve Jobs was decisive, intensely detail-focused and valued design above all. But what counts is that he made the right decisions, focused on the right details and helped design things that were truly beautiful,” James Grech, managing director of LEAD Events said.

“I am confident that all the delegates at this unique event will emerge energised and take inspiration from a person whose legacy will be with us for generations,” he added.

Register for the event at: [www.leadevents.com/mt/stevejobs/](http://www.leadevents.com/mt/stevejobs/).



**Steve Jobs**