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## Formula One expert and world renowned motivational speaker Mark Gallagher set to visit Yas Island before the Grand Prix

Mark Gallagher, an internationally acclaimed motivational speaker with almost 30 years at the forefront of Formula One, will relay business lessons learned around leadership, motivation, teamwork, creativity, innovation and communication.



As the Middle Eastern markets grow and in line with the objectives of the UAE government to empower the next generation's business leaders, understanding the principles behind winning teams and businesses have never been timelier.

Mark Gallagher, who provides expert commentary on ESPN Star Sports F1 coverage, owns a leading racing team based in Europe and has worked with top drivers whilst in senior positions at Jordan Grand Prix, Red Bull Racing and Cosworth, says, 'It is truly an exciting time for the UAE and Middle East with rapid changes and opportunities for growth. I am very pleased to speak about the business lessons from Formula One which can be applied in any business, large or small. I will show that Formula One is a microcosm of global business; we operate businesses just like any other. I will provide a unique and relevant insight to the business world of F1 including anecdotes from my many years in the senior management in this fascinating industry. The key points are applicable to many businesses and industry sectors, so I will be communicating key messages that everyone can take away.'

The master class will bring together the fascinating and highly competitive world of Formula One a world where performance is everything with concrete business tips on team work, innovation and communication to mention a few of the winning components of such a high pressure competitive environment.

Innoverto is delighted to announce Mark's first ever public appearance in the UAE on Thursday, November 1st, 2012 at the 5 star Crowne Plaza Hotel, Yas Island, Abu Dhabi. The powerful, transformative half day master class is titled: The Business of Winning Business Lessons from Formula One.

Gallagher will introduce the region's leaders to their highest potential, creating the opportunity to achieve extraordinary results. His content rich tips will inspire any corporate audience cross industry. The master class features:

- \*Unleash the potential for success through understanding leadership, team work and motivation
- \*Develop strategies to win through key tips on creativity, innovation and communication

The event is organized by Innovento, a UAE-based training and corporate events management company.

Managing Partner Christianna Tsiterou said, 'We are delighted to bring Mark Gallagher to Yas Island for his first public event in the UAE. It is a fantastic opportunity for anyone interested in professional development, Formula One and business strategies and a perfect way to start the Formula One Grand Prix weekend with a half day inspirational master class on how the different elements of the sport can be applied to your professional development and your business performance.'

## Notes and Media Contacts

About Innovento:

Innovento is a corporate training and events management company based in Dubai, UAE. Through partnerships with leading organizations worldwide, we offer high quality business trainings including certified courses throughout the Middle East.

As an events management company, we specialize in bringing world-class speakers to the region for lectures and seminars.

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