



A PROFILE OF CATHY O'DOWD

THE CHALLENGE : Mt. Everest at **29,032 feet high** is literally the world's biggest challenge - 12,000 vertical feet of rock, ice and snow. Of the climbers who tackle this challenge, **75% fail**, one in a hundred die. Cathy was the only candidate to be selected out of the 200 women who had applied for the first South African Everest expedition in 1996. The team followed the route made famous by Edmund Hillary. Despite being the apprentice on the team, **on 25 May 1996, Cathy O'Dowd reached the summit.** It was however a tough introduction, as British team-mate Bruce Herrod was killed on the descent. In 1998, she took on the challenge of the treacherous north side of Everest, where George Mallory had famously disappeared in 1924. Her attempt ended just hours below the summit when she stopped to try and save a dying American woman.

THE UNPARALLELED ACHIEVEMENT : In 1999, she returned once more and succeeded, **the first woman in the world to climb Everest from both north and south sides.**

'REACH FOR THE HEIGHTS' draws on the invaluable lessons Cathy learnt from her first Everest expedition in 1996. **The insights she discovered about herself, about individuals and teams under intense stress in the face of overwhelming challenge,** are the ones she has been sharing with her corporate audiences ever since. She has been a professional speaker for over ten years and has presented her message to companies in 37 countries on six continents. Her prestigious list of clients across various sectors worldwide include London Business School, Colgate Palmolive, Siemens, Nokia, Toyota, Microsoft, HP, Deloitte, Ernst & Young, Credit Suisse, Norwich Union Insurance, Roche, Proctor & Gamble, Philips, Royal Bank of Scotland, IMG AG, Royal Sun Alliance, Morgan Stanley, Unilever to name a few.

THE PRESENTATION : Weaving together the exciting adventure of the climb and the ultimate challenge of reaching for the peak, Cathy shares with her audiences, her remarkable experiences of failure & success, life & death, goal setting, team dynamics, overcoming obstacles, risk-taking, leadership and self motivation. Cathy is a **natural story-teller and her passionate delivery produces an inspirational tale** - dramatic, memorable and packed with metaphors pertinent to business. The presentation is generously illustrated with stunning photographs of the mountain – the climb and the summit.



PROPOSAL (A): THE WORKSHOP

CONTENT : Drawing pertinent parallels of lessons learnt on her summit climbs to the business corporate context , Cathy imparts key tools/techniques on building and developing management skills in the areas of Planning, Goal Setting, Overcoming Obstacles, Facing Challenges, Risk Taking, Team Work, Leadership, Appraisal of Self, Mentoring and Motivation. The sessions will involve interactive discussions, practical exercises and clear Action Plans on how to achieve personal and professional success.

THE DURATION : Delegate registration will start at 8:30 a.m. followed by Introduction and the Presentation at 09:15 a.m. The 3-hour session will conclude with lunch.

THE DELEGATES : **Key decision makers and team members** at middle management / executive level across the organization will benefit from this power packed workshop.

THE VALUE ADDITION : In addition to the **profound personal and professional learnings** from the presentation, each delegate will receive a Certificate of Attendance and a copy of Cathy's most famous book "**Just for the Love of It**" - a riveting account of her first 3 Everest adventures.

THE INVESTMENT :

Corporate Table (7 delegates): **Rial Omani 875.000**

Individual Delegate : **Rial Omani 150.000**

CORPORATE SPONSORSHIP

PRESENTING PARTNER : **Rial Omani 3000.000**

- ➔ Two Corporate Tables in Row 1 and one Corporate Table in Row 2
- ➔ Exclusive branding in advertisements, media and venue publicity
- ➔ Product display and promotions outside the venue hall

ASSOCIATE PARTNER : **Rial Omani 2200.000**

- ➔ One Corporate Table in Row 1 and one Corporate Table in Row 2
- ➔ Exclusive branding in advertisements, media and venue publicity



PROPOSAL (B): KEYNOTE ADDRESS

CONTENT : A spell-binding one hour keynote address on leadership, team dynamics, self-motivation and facing new challenges to achieve personal and professional success. The presentation will be followed by an interactive Q&A session and signing of books.

TIME : Welcome cocktails at 07:00 p.m., Introduction & Keynote Address at 07:45 p.m. followed by dinner.

THE DELEGATES : CEOs and decision makers at senior management level. The event promises to be an ideal opportunity to invite key clients with spouses for a unique learning experience.

THE VALUE ADDITION : In addition to the **profound personal and professional learning** experience from the presentation, each delegate will receive a copy of Cathy's most famous book "**Just for the Love of It**" - a riveting account of her first 3 Everest adventures.

THE INVESTMENT :

Corporate Table (7 delegates) : **Rial Omani 875.000**
Individual Delegate : **Rial Omani 150.000**

CORPORATE SPONSORSHIP

PRESENTING PARTNER : **Rial Omani 3500.000**

- ➔ **24 Complimentary Seats** – Two Corporate Tables in Row 1, one Corporate Table in Row 2 plus three delegates in Row 3
- ➔ Exclusive branding in advertisements, media publicity, invitations and venue publicity

ASSOCIATE PARTNER : **Rial Omani 2500.000**

- ➔ **16 Complimentary Seats** - One Corporate Table in Row 1, one Corporate Table in Row 2 plus two delegates in Row 3
- ➔ Exclusive branding in advertisements, media publicity, invitations and venue publicity