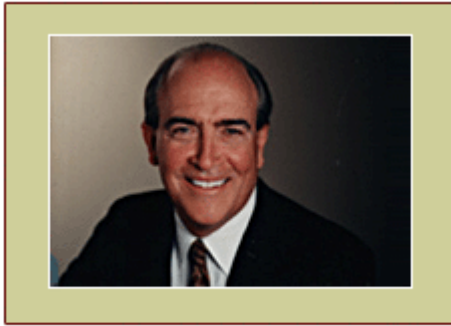


For more information, contact:
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800.462.8910

Release Date: 8/31/2007



IMC Northern California – MEMBER MEETING

The Institute of Management Consultants, Northern California Chapter Presents:

“Negotiating When Relationships Matter”

with Bob Gibson

Burlingame, September 24, 2007, 5:30-8:30 pm

Burlingame, California – The Northern California Chapter of the Institute of Management Consultants (IMC) is sponsoring an evening speaking event on negotiation with Bob Gibson. The event is open to all members and non-members of IMC.

Mr. Gibson is a world class negotiation specialist. His prestigious consulting career spans 20 years, 5 continents, over a dozen countries, and hundreds of leading organizations. His corporate clients include EDS, Perot Systems World Wide, Genentech, American Airlines, RJR Nabisco, Michelin, and enumerable high-tech companies. He founded Negotiation Resources in 1987. In addition to negotiating for clients in the corporate arena, Bob advises

and coaches middle to senior level executives and has trained tens of thousands of business people. Recognized by the media for his expertise, Mr. Gibson has written articles and been featured in such publications as Selling Power, Sales and Marketing Management and Your Company, and has been featured nationally on CNBC television.

The event will include an informal networking session follow by a speech from Mr. Gibson. Program attendees will hear from Mr. Gibson on a number of topics including:

- The difference between selling and negotiating
- Practical applications of negotiation
- The tactics used against consultants in a negotiation
- How to position yourself as the pre-eminent authority while maintaining relationships and integrity in the process
- How to correct your mindset and stop leaving money on the table

WHEN: September 24, 2007, 5:30 pm to 8:30 pm
(Registration at 5:30, networking & display, food and IMC business at 6, speaker at 7)

WHERE: Sheraton Gateway Hotel
600 Airport Boulevard, Burlingame, CA 94010
tel: (650) 340-8500

COST : (Includes heavy hors d'oeuvres, cash bar, and parking fee)
IMC USA members and affiliates - \$50. After September 17 - \$65
All others - \$65. After September 17 - \$75

TO REGISTER: <http://www.acteva.com/go/imc> or call 800.462.8910 OR
www.imcnorcal.org

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About IMC

The **Institute of Management Consultants** (IMC USA) is the professional association and certifying body dedicated to promoting excellence and ethics in management consulting. Members represent a wide range of consulting disciplines, including business strategy and planning, process improvement, finance and marketing, organizational development and employee training.

Founded in 1968, IMC USA's mission is to provide certification, education, and professional resources to management consultants. IMC USA awards the profession's internationally recognized certification, the Certified Management Consultant (CMC). CMC is acknowledgement of extensive experience, professional competence, and high ethical standards. All IMC USA members pledge adherence to the IMC USA Code of Ethics. The Northern California Chapter is one of 26 US-based chapters of IMC USA, and includes members from the Northern California Bay Area to Sacramento. The chapter provides a venue for professional development and peer networking through regular monthly meetings and events.