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## **Mega Trends of Mind, Body & Soul: Frost & Sullivan's GIL Europe 2013**



Frost & Sullivan's Growth, Innovation and Leadership (GIL) Community of business leaders returns to London for its fifth consecutive year with GIL 2013: Europe on 14th May at the Guoman Cumberland Hotel Marble Arch, in London. Over 200 industry leaders will gather to share new ideas and strategies to make their business choices successful.

This year's congress will explore the whole business experience – customer and employee - through Frost & Sullivan's Mega Trends of Mind, Body and Soul, representing the core drivers of human behaviour. These key elements are what determine spending decisions in business, inform government policies, and drive important family and personal choices.

Frost & Sullivan Partner, Dorman Followwill - who will be presenting the Mega Trends of Mind, Body and Soul - explains: "Business is driven by human needs, these needs stem from each individual and emerge from what Frost & Sullivan calls its three cornerstones: Mind, Body and Soul. These three cornerstones are what generate the needs that businesses must identify and fulfil if they want to be successful. If we understand the Mega Trends of the Mind, Body and Soul, we identify not just million pound opportunities, but billion pound opportunities."

This annual one-day congress is part of Frost & Sullivan's exclusive Growth, Innovation and Leadership community that represents a global network of over 5,000 senior executives. It will start at 9 am with welcome and keynote - Journey to Visionary Innovation by the Head of UK Operations Partner Gary Jeffery and by Dorman Followwill.

Highlights of the congress include: Growth Strategies for UK Plc by Partner Sarwant Singh, Techvision 2020, Interactive CEO panels and the 2013 Frost & Sullivan Growth Excellence Awards Banquet.

Frost & Sullivan's Global GIL Community continues to be the industry's only resource that supports CEOs and their management teams in critical decision-making, offering tools that help industry leaders in achieving the three essential objectives of Growth, Innovation and Leadership. GIL 2013: Europe will provide CEOs and their growth teams an opportunity not just to attend GIL, but to actually experience it.

The executive summary of Mega Trends of Mind, Body & Soul is available on SlideShare at <http://owl.li/jdNQI>

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