

*It's back, it's bigger, and we've got 12 speakers this time from different countries and backgrounds - all ready to **Unleash Your DNA...***

You are invited to:

The
8th

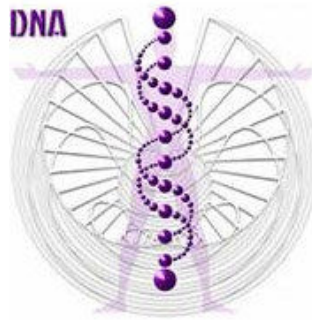
UNLEASH YOUR DNA SEMINAR in UAE



Exclusively Sponsored by the



UNLEASH Your



This is the *only* INSPIRATIONAL 'UAE' EVENT in 2009 of its type that is immediately after the SUMMER BREAK and HOLY MONTH of RAMADAN - an absolute must attend for all the family, friends and co-workers. The last event had 400 people in attendance, at the Emirates Aviation College. This one has 12 Speakers and even bigger!

What are your true inner talents and strengths?

How do you attract the right career or start the right business?

How can you maximize your human potential in all areas of life?

How can you achieve remarkable results faster and generate prosperity?

How do you create compelling lifetime goals in all areas of your life?

How can you activate your DNA in wealth and health areas?

To get the answers to all of these questions and much more...

Join Reg Athwal, Creator & Host of the Unleash Your DNA Seminars with his

12 VIP Guest Speakers on September 26th 2009 from 8:30am to 5:30pm at:



 Zayed University
Convention Center



Located opposite Dubai Silicon Oasis and next to the Dubai Men's College and (DIAC) Dubai International Academic City

Immediately off Emirates Road / Al Ain Road junction or new Dubai Bypass (same road that goes to Dubai Outlet Mall), Dubai, UAE

For more information visit: <http://www.zu.ac.ae/conventioncenter/html/locamaps.html>

FREE PARKING available on the day, and subsidized refreshments available to purchase directly from the Convention Center

FREE ENTRANCE - 100% NO charges; Limited to 550 People (100 already reserved for VIP Guests of Zayed University)

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This event is in collaboration with:

RAW Group LLC (www.rawltd.com),

Professional Speakers Association of the Middle East (www.psame.org),

Right Selection (www.rightselection.com),

Embrace Arabia (www.embracearabia.com),

Chase Hamilton (www.chasehamilton.com); and

Zayed University (<http://www.zu.ac.ae/conventioncenter>)

UNLEASH YOUR DNA

"Middle East's 1st Socially Responsible Educational Seminar" *series*



Watch the 7th Unleash Your DNA event on OneTVO - <http://www.onetvo.com/video200>

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Most people only use 3% of their human potential - so where is the other 97% hiding and how do we tap into it?

You will find out on **September 26th** and we will help you Unleash Your DNA!

This SEMINAR is FREE to ATTEND, it's our way of giving back to the UAE community - all the speakers have donated their time to be with you!

Some speakers may have books you can purchase on the day at a special discount but that's it - everything is about giving back and making a difference.

To **REGISTER ASAP** for FREE simply **EMAIL: info@unleashyourdna.com** and confirm you are attending with your **NAME** and guests' name(s) and Email Addresses.

You can invite as many people as you want - seating is limited to the *first* **450 people** who register.

PLEASE NOTE: DO NOT REGISTER if you are likely to not turn-up as this prevents others from not being able to reserve a seat and attend!

UNLEASH YOUR DNA

AGENDA & LINE-UP:

8.30am to 9.00am - Arrival

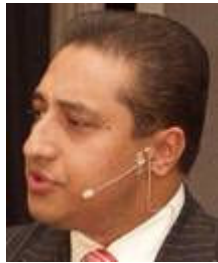
9.00am - Prompt Start

(Doors will be Closed and No-Entry again until a Formal Break)

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9.00am – 9.30am - Welcome

"Unleash Your DNA Introduction" with your Host, Reg Athwal



Reg Athwal, IFFPS, FPSA is the Founder of 'RAW Group LLC', Co-Founder and Chairman of 'One TVO', and Founding Chairman and President of the 'Professional Speakers Association of the Middle East' (PSA-ME). He is the Creator & Host of the 'Unleash Your DNA' initiative and seminar brand, and has impacted millions of people and addressed over 250,000 managers and 30,000 CEOs in 39 countries since 2002 with his private sessions. He is also the creator of 'BookPill', a unique membership-based information service, and 'The DNA Model', which incorporates 'The DNA Masterclass Series' and 'The DNA Forums'. He is a world-renowned speaker, bestselling author, media presenter and a serial entrepreneur. He has built many businesses since 1989 and one from start-up to US\$20million within 5 years. In 2008 he co-founded OneTVO, UAE's 1st pure global WebTV platform, for whom he now creates and produces TV shows alongside his speaking, writing and entrepreneurial career.

Websites: www.rawltd.com, www.onetvo.com and www.bookpill.com.

VIP Guest Speakers:

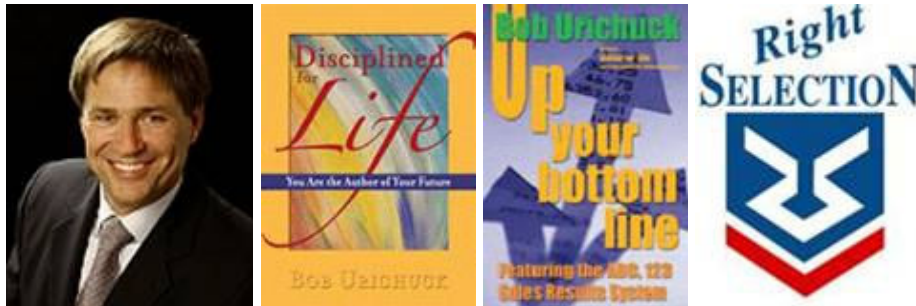
9.30am - 10.00am

#1

DNA 'Purpose' Theme

"Your Purpose in Life, You Are the Author of Your Future" with Bob Urichuck

Sponsored by Right Selection



Bob Urichuck CMT, CSP, CSE, is a catalyst for constant improvement and a cultivator of human potential. His purpose is to inspire, educate and empower people and organizations globally to significantly increase their performance capability while constantly improving the quality of their lives and the lives of others with whom they come in contact.

A proud Canadian, Bob is founder of the international firm Bob Urichuck Management Inc. The company's worldwide clients include many Fortune 500 corporations, government departments and numerous international associations and institutions. Using Singapore, Dubai and Ottawa as his ongoing hubs, Bob has spoken in over 1,000 cities in over 30 countries to audiences with as many as 10,000 participants at one event. Bob also writes articles that are internationally published in a variety of print and electronic media and he is regularly interviewed on national Radio and TV programs at home and abroad. He is the author of two bestselling books, *Disciplined for Life: You Are the Author of Your Future* and *Up Your Bottom Line, Featuring the ABC, 123 Sales Results System*. He is also a contributor to the book *Sales Gurus Speak Out*, published by Experts Who Speak Books.

Website: www.BobU.com

10.00am - 10.15am

#2

DNA 'Volunteering' Theme

"Fitting in Volunteering - How I Chose Room to Read" with Anne O'Connell

Personal fulfillment comes from many avenues and one of them can be volunteering. However, like every other aspect of life, in order for it to be fully rewarding, it requires some planning and goal-setting. In just 15 minutes you'll learn some key criteria to look for when selecting the charity in which you want to spend your precious time and resources.



Anne O'Connell has been a Public Relations professional since 1990 and has managed the communications needs for corporate and non-profit organizations, beginning her career with the international PR firm of Burson-Marsteller. She has been working as a freelance copy writer since moving to Dubai in 2007 and specializes in corporate communications, marketing, public relations and television.

Ever since she was 9-years-old, O'Connell has incorporated community service work into her life, starting one summer by raising money selling lemonade and donating it to Rainbow Haven, which ran a camp for needy children. Since then she has continued her personal commitment to community service in her spare time and has also successfully managed CSR programs in the companies in which she has worked. O'Connell has been involved in many levels of non-profit administration from board membership and fund-raising to grant writing and fund allocation. She tends to focus on issues such as literacy, youth, children and families.

Prior to moving to Dubai, O'Connell was managing fundraising and public relations for a regional educational television station in South Florida. She is currently the Dubai Chapter volunteer co-chair for Room to Read.

Website: www.RoomToRead.org

10.15am - 10.30am

#3

DNA 'Soul' Theme

"Activating Your DNA from The Deepest Level of Your Being" with Lisa Kennedy

Your DNA contains the blueprint for who you are as a Divine Being and defines your uniqueness. The 'DNA Activation' was used as a rite of passage in the ancient mystery school traditions and used to move an individual into the greatness humans were designed for and beyond the limitations of their current state of being. In this 15 minute talk, discover how this process can give you access to the secrets and mysteries of who you are and what your purpose is in life.



Lisa Kennedy has an extensive background in various massage therapies and she is one of the few certified trainers for Hands on Training - an international massage training company. She is bringing the Life Activation to the Middle East and facilitates further training from International and Master Teachers within this tradition for people in the UAE and Bahrain.

Website: www.shamballah-mideast.com and www.modernmysteryschool.com

10.30am - 11.00am

#4

DNA 'Life' Theme

"Gearing Up For Excellence" with Ranjan De Silva

Learn about the exciting and magical world of NLP and open your mind to new possibilities and tools available to 'Unleash Your DNA'. NLP helps to liberate the individual's potential and helps focus energy to channel their life in exactly the direction in which they want to go. *The Science Digest* states that NLP is the most promising development in the field of human advancement. It is 'software' for the hardware of the human neck-top super computer - a user's manual to achieve one's goals.



Ranjan is a Leadership and team development specialist with international experience and is known for his innovative consulting and training style. Ranjan has a PG Dip. in Marketing from the Chartered Institute of Marketing, UK and MBA from the Postgraduate Institute of Management, Sri Lanka. He is an accredited trainer in delivering the personal transformation programme, 'Mastery of Self through Neuro Linguistic Programming' and its derivatives. He is the Author of 'Mind Programming for Sales Success' and 'A Better Way to Sell'. His practical experience runs more than two decades. He has a rich corporate experience and has been a trainer/consultant to big corporate around the world.

Website: www.sensei-international.com/team.html#de_silva

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11.00am-11.30am - Break

Subsidized Food & Refreshments can be purchased on-site at the Convention Center

Opportunity to get books signed by the some of the speakers and photos taken

11.30am-12.00pm

#5

DNA 'Business' Theme

"The Untapped Power of Your Network' with Philip Bedford

Learn how to look at relationships in a completely different way, by reinvesting time, by being strategic and by applying systems they can benefit you and everyone you know. Business people have been trained to throw money away. Yet most of us as human beings have access to the necessary skills - naturally, that are 'Free of Charge' can provide more immediate and effective results to drive our business forward.



Philip Bedford holds a Masters in European Construction Engineering and chose a career in sales 21 years ago. Since then he has discovered a passion for training and has successfully groomed numerous sales teams in "word-of-mouth marketing" and networking. In 2006, he joined BNI and quickly moved into a Regional Director role for the Middle East in 2007, where he has spearheaded the launch of new chapters, training both chapter directors and new core group members.

An experienced business trainer, Phil brings over a decade of experience to his role as Master Trainer for the Referral Institute. His expertise and experience working with both companies and networking associations, coupled with a passion for training have helped him launch the most successful BNI Chapters in the Middle East to date. Phil was awarded the converted 'Presidents Award' in 2009 by the Referral Institute senior partners Dr. Ivan Misner and Mike Macedonio.

When Phil isn't training, he enjoys spending time kite surfing (he is a qualified IKO level 2 instructor), teaching salsa and editing videos.

Website: www.referralinstitute-me.com and www.therebelnetworker.com

12.00pm - 12.30pm

#6

DNA 'Career' Theme

"Finding the Treasure Buried Within" with Hanan Nagi

Discover how to transform your life and achieve your most fulfilling dreams through adapting the 4Cs Model



Hanan Nagi has worked with a life coach herself and transformed her life to achieve many of her dreams and aspirations, Hanan – a bilingual Senior HR Professional, Trainer, Life Coach and Motivational Speaker – is passionate about helping Individuals and Executives to experience the same.

In 2008, Hanan founded Transform Coaching in the UAE as a platform for Personal Development and Transformational Coaching. Having also worked in different industries in the UAE and held various management positions in the field of Human Resources, she now helps organizations to accelerate their productivity and performance through a unique business coaching approach called “We are our Actions”, a program specially developed for high-level executives and future leaders.

Hanan is a regular guest in the media, recently appearing in Emirates Today Magazine, Xpress Newspaper and TimeOut Dubai.

Website: www.HananNagi.com and www.TransformLC.com

12.30pm - 1.00pm

#7

DNA 'Results' Theme

"Make It Happen: Change starts with you - it's personal!" with Ghassan (Gus) Takkale

Effective change management starts from within. It starts with you! In today's world, we need to lead by example to inspire the people around us. We must create standards of excellence and then set an example for others to follow. You need to live and work with passion - not just exist in the world or go to work but be passionate about yourself and life. This will drive you to personal and professional success. With that, Ghassan will take you through a journey of personal change and success through the "5C's in Change" concept.



Ghassan (Gus) Takkale is the author of the book "5C's in Change" and founder of "The New Me" concept. His passion is to take people on a journey of personal change and individual success. He is also an active speaker of organizational change, self-development, corporate culture, and talent management.

Gus leads various leadership and change seminars in North America, Europe and the Middle East. His background includes working as a Regional HR Director for blue chip companies like SAP and HILTI in the Middle East and in consulting with Arthur Anderson and KPMG in Canada and the US.

Gus holds a Business Degree from the University of Albuquerque New Mexico (USA) and a Business Diploma from the Toronto School of Business (Canada).

Website: www.GusTakkale.com

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1.00pm-2.00pm - Lunch Break

Subsidized Food & Refreshments can be purchased on-site at the Convention Center

Opportunity to get books signed by the some of the speakers and photos taken

2.00pm - 2.30pm

#8

DNA 'Goals' Theme

"The Success Formula to Achieve Any Goals You Want" with Niko Veramo

History has proven over and over again how vital goals are to achieving success in any area of life. Goals protect you from feeling overwhelmed by the size of your grand vision, and assist you in prioritizing your time and activities. Goals are like base camps on your way to the mountaintop, giving you more focus, energy and drive to reach your grand dreams. In this session you will learn a powerful formula to achieve any goals you want.



Niko Viramo is a Finnish national who has been travelling, studying and working in more than 60 countries in the world. He is a hotel expert and currently creating a new revolutionary lifestyle hotel concept in to Europe. Niko speaks four languages fluently, and is currently studying the fifth one. Niko is a passionate believer in the importance of achieving goals. He believes that Success is a mindset - we all have a choice to achieve anything we want in life.

Niko is also an active leader in the community – Governor by Toastmasters, Head Trainer by Junior Chamber and a member of the Lions Family - always ready to give back to the community. Niko lives with his family in Vienna, Austria.

Website: www.FizzAcademy.com and www.twitter.com/FizzUp

2.30pm - 3.00pm

#9

DNA 'Values' Theme

"Living in the Dash - The Secrets to Leading a Values-Driven Life" with Jo Simpson

Discover in this speech - how to live your life in line with what matters most, the foundation to achieving your goals and making informed decisions and choices based on your values for a more balanced and fulfilling life.



Jo Simpson is an inspirational Executive Coach, Professional Speaker and Facilitator. Jo is the Managing Director for Coaching and Mentoring Middle East LLC, based in Dubai. Jo has over 20 year's global corporate experience and a proven track record in managing teams, facilitating, designing and delivering personal development programs. Jo is a fully qualified and accredited Coach. Her clients in the Middle East include: KPMG, Microsoft, Nokia, Gasco, ENOC, L'Oreal, Barclays Bank and Lloyds TSB.

With values of integrity, connection, excellence, personal growth, fun and making a difference, working with Jo means individuals and organizations are guaranteed a unique, energetic and personalized experience, focused on results, discovering their true potential and above all living a balanced life with meaning and purpose.

Website: www.coachme.ae

3.00pm - 3.30pm

#10

DNA 'Wealth' Theme

"Goodbye Ordinary! - How to Live an Extraordinary Life by Design" with Ernesto Verdugo

Whether your dream is escaping the rat race, to travel around the world, or just living more and working less - Ernesto will provide you with a blueprint on how to design the lifestyle of your dreams!



Ernesto Verdugo is an Author, Entrepreneur, Public Speaker, Consultant, Coach, and Accelerated Learning Practitioner. Often sought after for his expertise in the fields of Peak Performance, Business Development, Internet Marketing, Personal Finance and Organizational Success.

Since 1994 Ernesto has worked with tens of thousands of individuals from over 90 nationalities in more than 50 different countries. Words like inspiring, exciting, riveting, sensitive and dynamic are usually written on participants' evaluations after they have experienced Ernesto.

After his presentation you'll feel inspired, amused and most important, ready to apply the tools that will transform your business and your personal life forever!

Website: www.ErnestoVerdugo.com and www.GetOutOfTheRatRaceInOneYear.com/DNA

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3.30pm-4.00pm - Break

Subsidized Food & Refreshments can be purchased on-site at the Convention Center

Opportunity to get books signed by the some of the speakers and photos taken

4.00pm-4.30pm

#11

DNA 'Excellence' Theme

"Gearing Up For Excellence" with Alan W Altmann

Find out what are the 'DNA traits' of successful people. Discover how certain success traits can work one at a time, but excellence comes when they all work together!



Alan "Sell More" Altmann is considered to be America's Leading Empowerment Authority by *Success Plans*® and comes to you with a wealth of experience. Alan wrote the book *Personal Empowerment* and *From Revival to Ruin*. His writings are published in 14 countries around the globe, and his *Personal Empowerment* and *Family Empowerment* television programs are broadcast nationwide on the *Public Broadcasting Network*.

During his speaking career which began in 1980, Alan spent 15 years in the life insurance and financial planning business where he enjoyed great success. He qualified for the Million Dollar Round Table, and repeatedly earned his company's top honors and Career Awards for Outstanding Sales Achievement.

Born with a crippling birth defect, Alan's doctor told him he would not live. Impressive is the fact that he did live and did so with gusto! He's a survivor, and even after 37 operations and living with continual pain, he continues to inspire business and sales audiences across the globe with his incredibly motivational message.

Since 1980, Alan W. Altmann has traveled across the globe as a motivational speaker. From the Indoor Stadium in Singapore, where 13,000 people heard his powerful message, to the Conference Center in Bangkok, Thailand where over 5,000 people gathered to hear him, his message is full of hope, humor and inspiration.

Website: www.AlanWAltmann.com

4.30pm-5.15pm

#12

DNA 'Balance' Theme

"Priorities for Peak Performance - The TAO Method" with Ian McKellar

This presentation is going to 'WOW' the audience! In an entertaining way - you will discover a proven technique for setting priorities in all areas of life, and will be able to quickly and more easily achieve phenomenal results. Ian will have some surprises for



Ian McKellar is a presenter with over 30 years experience across a huge range of events, cultures, and countries. To stay at the top of his industry, he has had to become an expert in multitasking, and in focusing his priorities, in order to survive and succeed.

To be able to juggle business operations as diverse as creative development, finance, marketing, circus skills, and stage operations, he has developed a result driven work method, which he calls the TAO Method. Now based in the Middle East, he continues to provide a varied range of entertainment and consultancy solutions to several different industry niches.

Website: www.ianmckellar.com

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5.15pm - 5.30pm

Closing Remarks from Reg Athwal

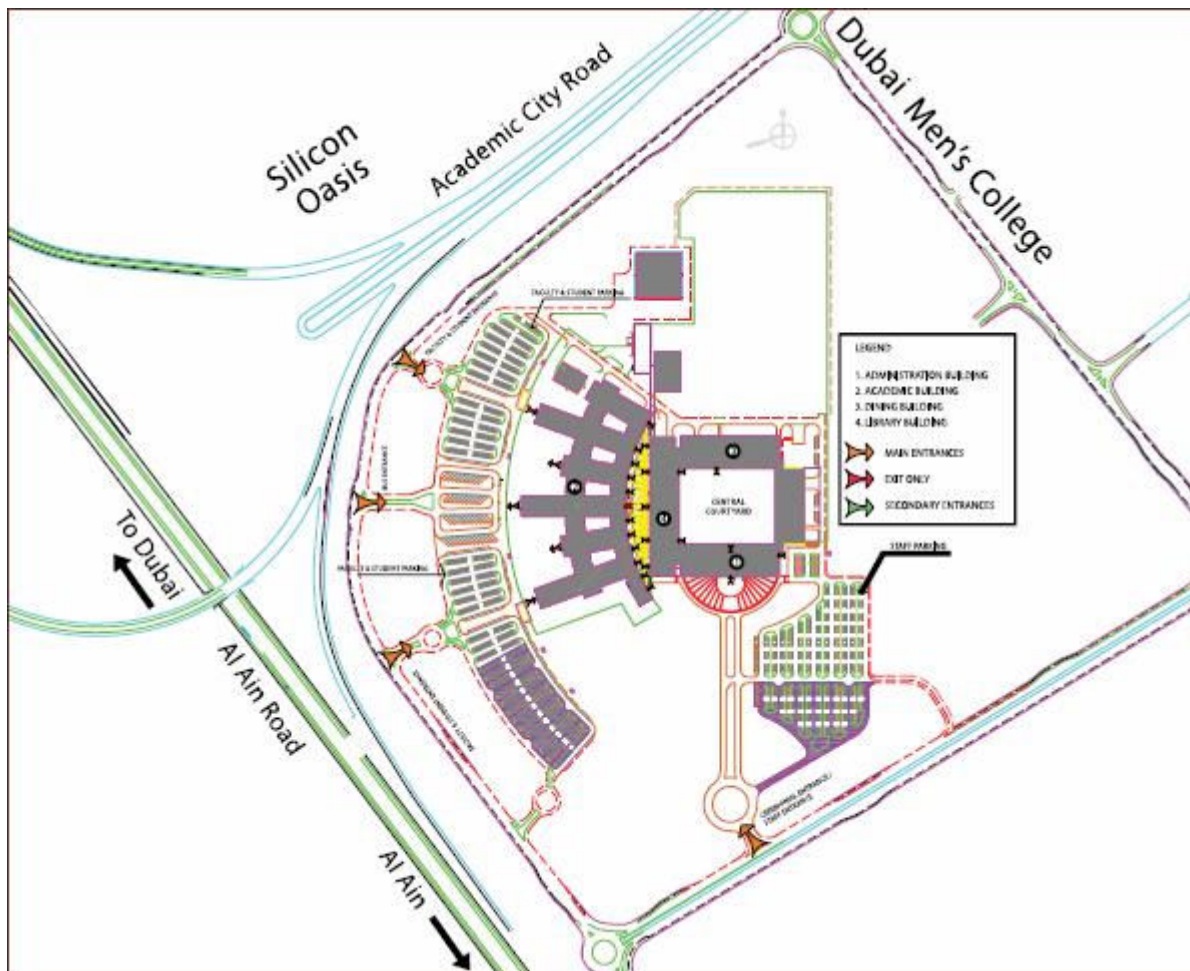
To REGISTER ASAP for **FREE** simply EMAIL: info@unleashyourdna.com and confirm you are attending with your NAME and guests' name(s) and their Email Addresses.

You can invite as many people as you want - seating is limited to the *first 450 people* who register.

PLEASE NOTE: DO NOT REGISTER if you are likely to not turn-up as this prevents others from not being able to reserve a seat and attend! If you are **100% committed** to coming and confirm your seat please **SHOW UP!** Even though this event is FREE to attend, we are in fact giving you a **FREE TICKET worth \$1,000** if this was a commercial event. We have world-class speakers who have donated their valuable time (paying for their own flight and hotel expenses). In addition we have to make special arrangements with the venue with catering needs - so once again if you register - **SHOW UP!**

All confirmations for people registered will be notified before September 19th - please DO NOT expect an email reply immediately.

"Commitment is doing the thing you said you would do - long after the mood that you said it in has left you!"



We'll see you there!

Best wishes,

The UNLEASH YOUR DNA Team

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Main Website: <http://www.unleashyourdna.com>

Facebook Club: <http://www.facebook.com/group.php?gid=94557751471>

Twitter Page: <http://www.twitter.com/unleashyourdna>