

13 November 2006

## **Five Years with Tom Peters: 2002-2006**

### **Totals**

Events: 298

International: 111 (e.g., includes 23 in Middle East) (31% in 2002; 50% in 2006)

### **General Classification**

Public seminars: 101

Private company gatherings: 139

Trade shows: 58

### **Industry\***

Public sector: 27

University: 11

Information technology-telecommunications: 61

Other technology: 34 (e.g., GE, Boeing, Siemens)

Financial services: 54

Other services: 31 (e.g., law firms, realtors, media)

Retail (includes hospitality): 38

Healthcare: 27

\*Adds up to less than 100% (many are non-specific; some embrace >1 industry)

### **Leading Topics**

Innovation: 121

Customer service: 42

Human resources: 24

Leadership: All!

# Tom Peters: 2002-2006/Details

## 2002 Speaking Engagements

1. GE Industrial Systems
2. Farmer's Insurance
3. George Mason University
4. Wyncom, Harrisburg, PA
5. Mechanical Contractors Association
6. Wyncom, Chicago
7. Wyncom, Detroit
8. Omnicom
9. Cosmetic, Toiletry & Fragrance
10. Wyncom, Minneapolis
11. Oracle
12. Wyncom, Anaheim
13. Wyncom, San Jose
14. Wyncom, Sacramento
15. Wyncom, Seattle
16. Wyncom, San Diego
17. GlaxoSmith Kline, Philadelphia
18. GlaxoSmith Kline, Research Triangle
19. RCI
20. SAS Institute
21. GlaxoSmith Kline, Crete
22. CTX Mortgage
23. TPC, UK, Glasgow
24. TPC, UK, Birmingham
25. TPC, UK, London
26. TBWA, Madrid
27. IDA Association
28. Wyncom, Atlanta
29. Wyncom, Princeton
30. SACTO
31. Mastercard, Seville
32. BNP Paribas
33. Wyncom, Dallas
34. Wyncom, Houston
35. Expo Management, Mexico City
36. Int'l Communications Industries Assoc
37. Society of Pharmacy & Biotech Trainers
38. IIR- Johannesburg
39. Jams World
40. Employers Resource Council
41. Infosys Technologies
42. TPC, UK, London
43. Shinhan Financial, South Korea
44. Phoenix Technologies

45. Produce Marketing Assoc
46. Impact Education
47. Primavera Systems
48. Franklin Covey
49. Times of India, New Delhi
50. Times of India, Mumbai
51. IIR, Dubai
52. Nextel
53. CA Grocers Association
54. Expomanagement, Sao Paulo
55. Papastratos, Athens
56. Papastratos, Thessaloniki
57. CoreNet
58. Ernst, Young, Bermuda
59. Phoenix Technologies
60. eCustomerserviceworld, London
61. Home Depot

### **2003 Speaking Engagements**

1. NOTAR, Norway
2. Cadence Design
3. Microsoft Marketing
4. Northwestern Mutual
5. Home Depot
6. Salt & Light Ventures
7. Employers Resource Council
8. MGM Studios
9. U.S. Customs Service
10. TPC, UK, Dublin
11. TPC, UK, Manchester
12. Herbalife International, Nice
13. ThinkService, Inc
14. Ad Specialty Institute
15. World Bank
16. Boston Pizza
17. Mortgage Bankers Association
18. ACCED-I
19. Deloitte & Touche, Atlanta
20. Booksellers Association
21. Deloitte & Touche, NYC
22. eCustomerserviceWorld, London
23. TPC, UK, Amsterdam
24. QAD
25. Deloitte & Touche, San Francisco
26. People Market Empresarial, Sao Paulo
27. Dairy Deli Bakery Association
28. World Bank
29. GWSAE

30. Bank of Nova Scotia Jamaica, Jamaica
31. Ellie Mae
32. La-Z-Boy
33. ABN AMRO, Chicago
34. ABN AMRO, Troy
35. LPL Financial Group
36. National Travel & Business Association
37. IIR- Johannesburg
38. IIR- Sydney
39. CSC Consulting
40. American Public Transportation Association
41. SYBASE
42. Equipment Leasing Association
43. Moore Wallace
44. Hitachi Data Systems
45. CDW
46. Ogilvy & Mather- Singapore
47. IIR, Lisbon
48. TPC, UK, London
49. eCustomerserviceWorld
50. Deloitte & Touche, Naples, FL

## **2004 Speaking Engagements**

1. Transamerica
2. Ericsson
3. Philip Morris
4. InfoUSA
5. Bridgestone/Firestone
6. Philip Morris (again), Virgin Islands
7. KPMG
8. IIR, Moscow
9. TNT
10. IIR, Bangkok
11. IIR, Kuala Lumpur
12. IIR, Singapore
13. Advanstar Communications
14. Staffing Industry Analysts
15. Banco Leon, San Domingo
16. Muhlenburg College
17. Jiwa Development Center, Manama, Bahrain
18. TPC, UK, Edinburgh
19. TPC, UK, Manchester, England
20. Russell Reynolds
21. Federal Agency
22. Satyam Computer Services
23. Frito-Lay
24. Key Management Development Program
25. Service Management Group

26. Epson America, Inc.
27. HSM, Madrid
28. Linkage
29. Benfield Group
30. Beauty Awards Inc., London
31. HSM, Mexico City
32. Mapics, Inc.
33. AMEX
34. Nu Skin, Monte Carlo
35. Quest International Users Group
36. Better Life Media
37. Motorola, Inc.
38. InfoUSA
39. National Association of Workforce Boards
40. World Financial Group
41. Infosys, Nagano
42. Astral Media, Montreal
43. TPC, UK, London
44. American Health Care Association
45. Irish Management Institute, Dublin
46. Informationskollegiet, Stockholm
47. Informationskollegiet, Copenhagen
48. HSM, Frankfurt
49. HSM, Milan
50. Chartered Property Casualty Underwriters Society
51. HR.com
52. College of Healthcare Information Management Executives (CHIME)
53. London Drugs, Ontario
54. HSM, Sao Paulo
55. Morgan, Lewis, & Bockius LLP
56. Friedman, Billings & Ramsey
57. Advanstar
58. HSM, Chicago
59. Bank Administrator Institute
60. Federal Agency
61. eCustomerserviceWorld, London
62. Leading Minds, Dubai
63. MET School
64. Houston Association of Realtors

## **2005 Speaking Engagements**

1. GRIWA Consulting GMBH, Switzerland
2. Portuguese Association of Retail, APED, Lisbon
3. Spine, Johnson & Johnson
4. BID Corporate Services, Bangkok
5. Hummingbird, LTD
6. Metavante
7. Association of Kentucky Fried Chicken Franchises

8. AMCOMM
9. National Association of College Stores
10. RE/MAX
11. Naval Facilities Engineering Command, Southern Division (NAVFAC)
12. London Business Forum, London
13. New Zealand Trade & Enterprise, Auckland
14. Jabil Circuit
15. AXA Financial
16. Manufacturers Association of South Central Pennsylvania
17. International Association of Speakers Bureaus (IASB)
18. Hilton Hotels
19. Bentley Systems
20. RBC Capital
21. Metavante (again)
22. Snohomish County Workforce
23. Project Management Institute, Rocky Mountain Chapter
24. Jiwa Development Center, Dhahran
25. Youth Initiative Association, Warsaw
26. Gold Service International, Bogota
27. HP, Copenhagen
28. Front Foot, Johannesburg
29. Front Foot, Cape Town
30. Smith College
31. IIR, NYC
32. KAN-ED
33. Graduate Mgmt Admissions Council, Toronto
34. Cognos
35. Rich Strategy, Kiev
36. InfoUSA
37. Career Education Corporation
38. Boeing
39. HSM, NYC
40. Thinkabout It
41. IIR, Dubai
42. Master Foods, Dubai
43. Fundacao Bi Social Quaresma, Campinas
44. Fundacao Bi Social Quaresma, Belo Horizonte
45. Electronics Transaction Association (ETA)
46. Seminarium, Chile
47. HSM, Buenos Aires
48. Indoor Tanning Association
49. Leading Minds/IIR, Moscow
50. eCustomersserviceworld
51. American Community Bankers (ACB)
52. Marriott
53. IIR, London
54. Siemens, Berlin
55. Italia Mind Consulting, Bologna
56. National Association of Home Care
57. Leading Minds, Sydney
58. TAITRA, Taiwan

59. Harris Nesbitt
60. Computer Associates
61. Suntrust, Memphis, Orlando & Jacksonville
62. RLG International
63. MasterCard Advisors

## **2006 Speaking Engagements**

1. IIR, Dubai
2. GE
3. Bandag, Inc.
4. Constellation Energy
5. NAPA
6. Targeted Learning Corp
7. IIR, Madrid ( 2 days)
8. AETNA
9. Investec, Mauritius
10. Business Media Group, Bucharest
11. MasterCard
12. MassMutual
13. AERCE, Madrid
14. HSM, São Paulo
15. IIR, Huntington Beach
16. Wisconsin Innovation Network
17. Dunkin Brands
18. Merrill Lynch
19. Computer Associates
20. Merrill Lynch (again)
21. Boeing
22. Siberian Reserve, Siberia
23. Competence HR, Muskat, Oman
24. Lumacore
25. American Gem Society
26. Epsilon
27. Association of Chief Executive Officers (ACEO), Athens
28. TPC, UK, London
29. HSM, NYC
30. National Association of Colleges & Employers
31. Direct Selling Association
32. HSM, Mexico City
33. SPL Worldgroup
34. Mascom, Botswana
35. Global Leaders, Johannesburg (2 days)
36. B2B Portfolio, London
37. Michigan Health Association
38. MassMutual
39. Global Leaders, Bangkok
40. Global Leaders, Kuala Lumpur
41. Global Leaders, Singapore

42. Australian Institute of Management, Adelaide
43. Hughes & Luce LLP
44. CMP Media, LLC
45. KMAC, Seoul (2 days)
46. First Data Corp
47. PR Society of Human Resources Management (PR SHRM), Fajardo, PR
48. Hexaware Technologies
49. Affinion Group, Copenhagen
50. FED Training, Istanbul
51. Government of Catalunya (CIDEM), Barcelona
52. HSM, Frankfurt
53. HSM, Milan
54. Discover Financial
55. DealerTrack
56. HSM, Chicago
57. ONO Companies, Madrid
58. John Laing Homes
59. Middle East Global Advisors, Bahrain
60. Focus Conference BV, Amsterdam