



**COIN**  
Circle Of Influence Network

# Welcome to the 2<sup>nd</sup> Annual COIN Conference!

The COIN conference 2016 will be held in a lovely location outside of Stockholm on a private island called Ekskäret.

You will have two days to immerse yourself in new ideas, business development discussions and networking with your fellow members. The main **topics** this time are:

- \* How Marketing Cities and Destinations Help Businesses Grow
- \* Leadership in the New World
- \* SME's: Using Business as a Force For Good
- \* The Impact of Communication and Gig Economies
- \* Well Being and Balance in Life and Work
- \* Cultural Engagement as a Business Imperative

# Dates

**Thursday May 5th** – meet at central Stockholm at 8::00 to take the bus out

**Saturday May 7th** – return to central Stockholm by 17:30

## *The package includes:*

- A three day/two night retreat on a private island in Stockholm's archipelago
- Two days to immerse yourself in new ideas, business development discussions and networking
- Time to reflect by removing yourself from your daily routines and stresses
- Grow and share with like-minded people with similar values
- Strengthen your network
- A round trip transportation from central Stockholm
- Private Facebook group to stay in touch
- Organic and healthy meals
- Retreat cost: 6,800 SEK



### **About the Island**

Ekskäret Foundation creates exploratory meetings and initiatives for personal development and social change. We are a platform and catalyst for people who want to engage in questions about themselves, about life as such and the world we live in.

### **Background**

Ekskäret grew out of a vision of the financier

and entrepreneur Tomas Björkman. Tomas wanted to create a platform for a new kind of meetings and conversations about society's big issues. Based on this vision, he created the Ekskäret Foundation.

The Foundation takes its name from the island Ekskäret in the Stockholm archipelago owned by the foundation. The island has a conference facility that was completed in 2011.

# The island Ekskäret

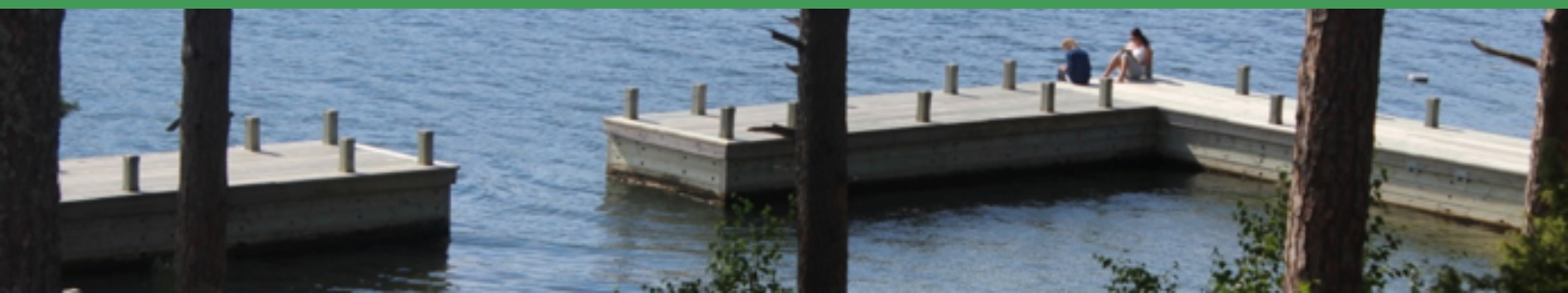


Ekskäret is located in a nature reserve in the Stockholm archipelago. The island has a varied scenery and the buildings are specially designed to inspire meetings and discussions, as well as reflection of thoughts and ideas in solitude.

Responsible for the design has been the architectural firm Landströms who specializes in nature-friendly architecture. The buildings are made entirely of wood and have irregular angles and levels adapted to the terrain. In 2011, Ekskäret was nominated to the

Swedish Association of Architects' prize for best building.

The facility has 22 bedrooms with 39 beds, a large meeting room for up to 40 people, two smaller rooms for 5-10 people and a combined studio and dining room. In addition several areas around the island are suited or created to use for activities, meetings and reflection in solitude: the barbecue area, the sauna, the boathouse with its writing room, the lookout tower, two beaches, forests and rocky outcrops.



# Philosophy



The cornerstones of Ekskäret's business are: the sustainable society, personal development and "curious exploration".

– A sustainable society means for Ekskäret a society where many different ways of looking at the world can co-exist. Rather than be guided towards certain goals, we believe that a sustainable society is characterized by listening and learning from each other instead of discussing who is right or wrong.

– Personal development is, we believe, necessary to understand the complexity of a sustainable society. Thanks to a close

cooperation with our mission partners we have access to methods of personal development based on scientific knowledge in fields such as psychology and neuroscience.

– "Curious exploration" is about searching new experiences and perspectives, and having conversations where the goal is to listen and learn more. Curiously exploratory conversations are not about winning arguments, or that someone needs to change his mind, but it is about to continue asking, without expecting a "right" answer

# What People Are Saying About the COIN Retreats:

Thanks Karin, Cindy, Vesna and all fab COIN friends for the fantastic days in Tuscany. I felt so spoiled by being surrounded by all you amazing women, amazing discussions and... all this in the middle of this amazing environment.

Lotta Bergmark, HR Dir

Thank you for organizing this fantastic trip for us all!

Ma Steinsvik, VP

This was just an amazing trip and I am so happy to be part of our unique team!

Elizabeth Wallen, HR Partner

Thank you all fab Ladies for contributing to one of my top weekends lately!



Camilla Sundström, MD

Thank you all for your different contributions making this a magical trip and expanding the purpose of COIN!

Liselotte Engstam, Board member



# COIN Retreat at Ekskäret Registration Form



**YES! I'm in and excited to be a part of this unique experience!**

- ✓ I understand that by registering for this unique event, I am committed to attending.
- ✓ I agree to pay the ½ deposit of 3 400 SEK due by January 30th to reserve my place.
- ✓ The second ½ of my payment of 3 400 SEK\* is due by March 30th.
- ✓ I also understand that my deposit is non-refundable in order to secure the room and amenities of Ekskäret Island, which is highly in demand. If I am not able to make it for unforeseen circumstances, I can find another person to transfer my reservation until April 1st and then give notice to Karin Volo at Support@evoloshen.com

✓ I will be sharing a room with \_\_\_\_\_

**Please indicate your payment preference:**

I want to pay by credit card (a secure payment link will be sent to you)

I want to pay by invoice (please include all invoicing information. *25% VAT will be added*)

Company \_\_\_\_\_

Address \_\_\_\_\_

Post Code, City \_\_\_\_\_

Reference number (if required) \_\_\_\_\_

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Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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