

ASP 2015 Conference will Gather Top Strategy Professionals from Across the Globe to Learn and Share Best Practices

Tysons Corner, VA (May 1, 2015) – The Association for Strategic Planning (ASP) Conference, the world's premier forum for the exchange of professional ideas and experiences among strategy professionals and organizational leaders, will be taking place from May 6 to May 8 in Tysons Corner, Virginia.

This year's Conference theme, *Strategy is Global*, will focus on the needs of business, government and non-profit sectors on a global scale. Conference features include: four concurrent tracks covering issues of strategy practices and techniques; international strategy development and execution; non-profit strategy best practices; and strategy at the state, local and national levels.

Stimulating conversations and interactive learning sessions will also be available at the pre-conference workshops, for those who wish to extend their professional development or are unable to attend the conference. Pre-conference workshops will be taught by top professional strategists and will cover the following topics:

- Strategy 301: Beyond the Basics: 16 Steps to Assure Your Planning Will Take Your Organization to the Next Level
- Strategy in Practice: Strategic Management Insights from Across the Federal Government
- The Best of the Best in Non-Profit Strategy Development and the Implications for Implementation: How can you be better?
- Extreme Design Thinking
- Integrating Strategic Planning, Business Analysis, and Project Management
- The Theory and Practice of Developing Global Strategies

As well as pre-conference workshops, there will be 30 different breakout sessions for attendees to choose from to maximize their opportunities to network with their peers and share best practices.

Registration for pre-conference workshops and the conference is still available at the ASP website or on-site at the event.

About Association for Strategic Planning (ASP):

Founded in 1999, ASP is the only not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for business, non-profit and government organizations. ASP provides opportunities to explore cutting-edge strategic planning principles and practices that enhance organizational success and advance members' and organizations' knowledge, capability, capacity for innovation, and professionalism.

Web: www.strategyassociation.org

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