



Engineering Project  
Management Forum  
**3 CPD POINTS**



**In Partnership with the Business Psychology Centre**

University of Westminster  
309 Regent Street, London W1B 2UW  
Wednesday 18th April 2007 9.30a.m. – 4.30p.m.

## **A FRESH LOOK AT RISK**

The objective of the day is to look again, and in different ways at risk and risk management. Although risk management processes, tools and techniques are well established in most project environments, the reasons for suboptimal implementation in many cases are still not fully understood. As a result, the level of risk taken on a particular project may not be appropriate.

The central theme of the day is that appropriate risk-taking is a life skill; so how do we transfer what we all do daily, often without thinking, to add value for projects and business?

To address this question we'll take a look at risk through some different lenses and see what we find.

Starting at 9.30am, we will hear from our keynote speaker – Baroness Julia Neuberger DBE, a Liberal Democrat peer and tireless campaigner for appropriate risk-taking in social care and society in general.

Following this we will spend the remainder of the morning looking at risk-taking from the perspective of four different professions who are required to take risks as a routine part of their daily work - a teacher, an actor, a nurse and a fireman.

After lunch, until 4.30pm, we will work in small groups with the objective of finding ways in which these 'lessons from life' can be applied to our particular business situations.

The aim is to do something that's different and thought-provoking, providing a refreshing change from the usual content of a risk conference.

The day will be facilitated by Ruth Murray-Webster of Lucidus Consulting and David Hillson of Risk Doctor & Partners, both of whom are working at the leading edge of thinking on risk-taking and risk management in business and social situations.

**Member organisations £150 plus VAT Non-members £200 plus VAT**

**ALL ENQUIRIES INCLUDING BOOKINGS TO STEVE WAKE, EPMF CHAIRMAN**  
Tel/fax 0208 886 5594 [swprojects@blueyonder.co.uk](mailto:swprojects@blueyonder.co.uk) <http://epmf.aston.ac.uk>



**Fees:**

£150 plus VAT £176.25 for INDIVIDUAL members of the EPMF organisations shown in the banner  
£200 plus VAT £235 for non-members

Engineering Project Management Forum

**REGISTRATION:** Please complete the booking form below and send/fax/e-mail it with your

payment to : EPMF  
9 Belmont Avenue  
Palmers Green  
London N13 4HD

tel/fax: +44 (0)20 8886 5594  
e-mail: [swprojects@blueyonder.co.uk](mailto:swprojects@blueyonder.co.uk)

**Enquiries** – phone or e-mail as above

**Cancellations/changes:** Notice of cancellation must be received in writing 14 days before the event in question. 100% of will be forfeited thereafter. Substitutions are acceptable, subject to written confirmation. EPMF reserves the right to cancel these or any other events if in its sole discretion it deems such action necessary. In these circumstances a full refund of the for the event(s) will be given. Programmes and timings may be subject to change.

**BOOKING FORM: ONE FORM PER DELEGATE (please photocopy)**

To EPMF. Please reserve a place at EPMF14'A Fresh Look at Risk' at the University of Westminster Wednesday 18<sup>th</sup> April 2007.

Please note that all fees must be paid in advance of these events.  
Telephone bookings must be confirmed in writing.

**TOTAL** £ \_\_\_\_\_

Your Name (BLOCK CAPS).....

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