

**From:** Giuseppe Bersani <[REDACTED]>

**To:** Gino Yu <[REDACTED]>

**Cc:** Ornella Corazza <[REDACTED]>, "jeffrey E." <jeevacation@gmail.com>

**Subject:** Re: Neupsyco Congress

**Date:** Mon, 03 Jul 2017 11:25:13 +0000

**Attachments:** Neupsyco\_2017\_-\_First\_Announcement\_(1).pdf

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Dear Gino,

the format of the congress in La Habana includes plenary sessions and parallel session. My idea would be of assigning you a lecture in the first plenary and then the organization of a parallel session, with speakers at your choice. And what else you can think useful.

Regarding the theme, and considering the main audience of the congress, I think it would be of the greatest interest to focus on personal development for medical doctors within their medical organization. My impression is that both in Italy and in Cuba and everywhere there is an enormous lack of creativity in the health professionals and that reinforcing personal development in this area could be really very interesting and attractive. Please let me know your opinion about this.

Thank you very much for searching further sponsorships and helping disseminate the announcement of the congress.

Let's be in touch,

sincerely,

Giuseppe

2017-07-02 18:07 GMT+02:00 Gino Yu <[REDACTED]>:

Hi Giuseppe,

Can you tell me the format for the Cuba conference? How many parallel tracks / plenaries are there?

My talk (and ideally a session) will be on Personal Development, Mental Health, and Human Potential.

We had a lot of new insights from the June event in Shanghai. For the October Conference, we are also planning 5 invitation-only gatherings as well.

For Cuba, I'm planning a gathering in Tulum before the event. I'd also like to explore running a two day "Business and Consciousness" workshop as well (will also be running it in Shanghai). This is what we did here in HK:

#### Organisational Culture and Personal Development

How employees relate to their work and one another has a dramatic impact on the performance of a company and its ability to innovate. In the West, companies spend considerable effort toward creating an engaging culture within their organisation. Recent trends include a complete rethink of management (e.g., toward Holacracy) in an effort to empower employees and support agile growth. If one considers that the 24 hour work day is broken into 8 hours of sleep, 12 hours at work, and 4 hours of leisure, the majority of a person's mental activities and effort is dominated by their work and work relationships. This is especially true for entrepreneurs involved in start-ups. Many successful companies today, especially in finance and the creative industries, maximise profit by offering lucrative salaries and bonuses to recruit top talent, and placing recruits on increasingly stressful "treadmills" until they burn out or are culled (finance companies routinely cull the bottom 5% performers), at which time they are replaced by the next band of recruits. Recent challenges and changes at companies such as Fox News and Uber illustrate the imperative for a healthy organisational culture.

Rather than focusing exclusively on results, a healthier and sustainable approach toward business is to examine work from the perspective of personal development. Recent advancements in neuroscience, technology, and new theories in psychology and personal development make it possible to design the culture of a company that promotes personal development toward self-knowledge. Creativity, innovation, and compassion require deep insight and sensitivity that comes naturally as one finds and lives from their deeper purpose. Just as a body is comprised of unique cells that underlie the health a person, a company is composed of its employees that

underlie the capabilities and resilience of a company. Benefits include: Improved employee retention, Increased productivity, Improved customer satisfactions (service industries).

I am seeing the Tse Foundation for lunch tomorrow. Do we have a plan for sponsorship? (e.g., packages for promotion, etc.)? I can also talk to BioPac again.

Any chance of getting you out to Shanghai in Oct?

gino

On 28 Jun 2017, at 4:55 AM, Giuseppe Bersani <[giuseppe.bersani@uniroma1.it](mailto:giuseppe.bersani@uniroma1.it)> wrote:

Dear Gino,

I know by Ornella of the great interest of your meeting in Shangai. My best compliments, Let's try to create similar event within the congress in La Habana.

And many thanks for your, Alex's and Melissa's collaboration for the application to the joint Italy-China project. We shall see the results.

Regarding Cuba, I am constructing the preliminary program that will appear in a short time in the website, [www.neupsyco.com](http://www.neupsyco.com)

We need your title and the project of your presentation and workshop, that will be a central part of the conference. Please send them to me as soon as you will decide about them.

And the names of other speakers you want to involve in the project!

We count on your help in disseminating the announcement to your Chinese or International mailing list.

And the same by Jeffrey in the US...

And useless to say that also finding further sponsorship would be of the greatest utility. You know sponsor are never enough for the success of a Congress!

Thanks again for all, we will be in touch very soon.

Giuseppe

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