



**For immediate release**

## **Managing projects in the downturn**

*Free breakfast seminars in Abu Dhabi and Riyadh to show managers and business leaders how develop a prioritisation strategy*

DUBAI – (Jan. 6, 2009) With the global slowdown now affecting the Middle East leading to even tighter budgets, free seminars on how to prioritise projects are to be held next month in the United Arab Emirates capital of Abu Dhabi and Riyadh, the capital of Saudi Arabia.

“Project management is rapidly becoming a standard way of doing business in many organisations and the key to productivity is often found in how we manage projects,” said George R. Sifri, a senior instructor with ESI International with more than 15 years’ experience in managing IT projects.

Sifri will be conducting the breakfast seminars which take place on Sunday 25 January 2009, at Le Meridien Hotel, Abu Dhabi, and Monday 26 January 2009 at the Sheraton Riyadh Hotel and Towers.

The seminars will focus on the techniques used in industry to select and prioritise projects. “Every project in an organisation should contribute to its strategic plan,” said Sifri. “To ensure this linkage we need to make sure that we integrate projects within the strategic plan. This integration requires a process for selecting and prioritising projects by their contribution to the plan.”

The seminars will involve designing a selection process to minimise the power of politics and developing a process that will prioritise projects to support the organisational strategy. The seminars will also examine allocating company resources according to a prioritised list of projects as well as identifying project evaluation and analysis techniques including the discounted payback method, internal rate of return, net present value and profitability index.

Sifri has given numerous lectures and training courses on strategic information systems, managing software development, relational databases, electronic document management systems, information systems auditing, workflow systems, project control systems and knowledge management to practicing professionals around the world.

For more information, please visit [www.esi-intl.ae](http://www.esi-intl.ae)

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