

**Press Release**  
**6<sup>th</sup> December 2010**

## **Causeway's Seminar Received to Great Acclaim**

***The inaugural Causeway England Legends 'on and off the field' seminar proved to be a great success, with highly enthusiastic post-event comments from delegates.***

Speakers included Sir Ian McGeechan, Martin Corry and Hamish Taylor, who led the discussion with Causeway's top customers and explored the parallels of effective leadership on the sports field and in business. The varied programme covered a range of leadership topics, looking at the purpose of leadership and the secrets to making it effective, supported by insight into planning a campaign that 'gets to where the customer lives'.

The reaction of Neil Humphries of the Thames Valley Chamber of Commerce typified the feedback: "Having the opportunity to hear from some great inspirational figures was fantastic and being able to interact with them was equally motivating. Hamish provided a great insight into simplifying customer communications – what is the benefit and why? Also how this message needs to be adopted by all staff."



Following the seminar, delegates were invited to join the Causeway management team and speakers at the Rugby Legends England v South Africa match, where Causeway was sponsor of the England Legends team.

Causeway is a leading supplier of software and services for the built environment and the company's involvement with rugby extends beyond the Rugby Legends, through sponsorship of the London Wasps Academy and Academy Apprenticeship as part of its extensive Corporate Social Responsibility programme. The company also plays an active role in supporting the Wasps' young players, helping them develop skills beyond the rugby pitch, such as interviewing techniques and CV writing.

Causeway also sponsors The Lawrence Dallaglio CycleSlam and Yorke Dance, as well as supporting industry charities such as Byte Night.

### **Ends**

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