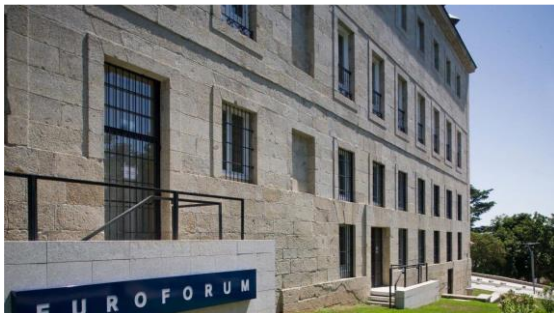




# I Congreso Iberoamericano de Soluciones Sistémicas para la Transformación de las Organizaciones

## **-CISSTO-** *Sponsorships*



### **Euroforum**

San Lorenzo de El Escorial, Madrid

Wednesday 28<sup>th</sup>, Thursday 29<sup>th</sup> and Friday 30<sup>th</sup> November 2018

Web page: [www.cissto.org](http://www.cissto.org)

[www.sesge.org](http://www.sesge.org)



## Congress

### **The Ibero-American Congress of Systemic Solutions for the Transformation of Organizations (CISSTO)**

will take place on November 28<sup>th</sup>, 29<sup>th</sup> and 30<sup>th</sup>, 2018. This will be the first Ibero-American Congress of this type to be held in Spain, organized by the Spanish Society of General Systems (**SESGE**). It is oriented towards the presentation of concrete solutions to complex problems, starting from the differential marked by the concepts and methodologies of Systemic Thinking and Design, Cybernetics, the studies of Complexity and the impact of New Technologies on Society, on People and in Organizations; This precedes the challenge of transforming these ideas for the 21<sup>st</sup> century.

The I CISSTO is open to participation from public and private entities from Spain, Portugal and Latin America. It seeks to engage the integration of organizations and professional communities from these regions, interested in the study and practice of **systemic thinking**.

### Vision, Mission and Values

**CISSTO** aims to serve as a meeting point representative of Systemic Solutions, facilitating the approach between academics and industry professionals in an environment rich in experiences at an international level. The following are its major objectives:

- Connect Latin American and European Systemic Thinking.
- Obtain practical and fundable projects based on the systemic approach, useful for both private and public organizations, and for Society in general.
- Offer practical experiences in LATAM and in Europe.
- Explore the paths of Transformation of Individuals and Organizations for the challenges and complexity of the 21<sup>st</sup> century.

The challenges posed by the Knowledge based Society for the 21<sup>st</sup> century force previous models from last century to evolve, moving from a society with very marked environments and borders to the current panorama in which boundaries are diffuse and whose universality is a common characteristic trend. Because of this and reflecting on the high academic level of Systemic Thinking in Latin America, Spain and Portugal, we present this initiative by inviting international companies interested in enhancing their position in industry to collaborate in this first Ibero-American Congress of Systemic Solutions for Transformation of Organizations - CISSTO.

## General Information

**Congress will open: 09:00, a.m. Wednesday, 28<sup>th</sup> November 2018**

**Congress will close: 14:00, Friday, 30<sup>th</sup> November 2018**

**Place: San Lorenzo de El Escorial**

This I CISSTO meeting, Congress will take place at the **Euroforum** facilities of San Lorenzo de El Escorial, Community of Madrid, Spain.

Just 30 minutes away from Madrid capital and 45 minutes from the Madrid Adolfo Suarez Airport, San Lorenzo de El Escorial is easily accessible to participants. The town is hub of historical, tourist and cultural interest, in addition to its natural beauty and spiritual importance. In San Lorenzo de El Escorial, or simply "El Escorial", as it is known in the world, a combination of culture, tourism, nature, learning and evolution can be found in a single site. It provides opening possibilities for a diverse audience within the framework of fulfilling I CISSTO's goals.

## Euroforum

The “Palacio de Los Infantes” is an 18<sup>th</sup> century building, restored and remodelled and with respect to its original structure by the architect Miguel de Oriol. In 2012 its infrastructure was updated to provide the Palace with the appropriate technology for all types of events and training programs, making the complex unique as it has retained its historical and cultural essence while providing cutting-edge technology and facilities. This is an 18<sup>th</sup> century building with 21<sup>st</sup> century conveniences.

### Contact Information:

#### **PALACIO DE LOS INFANTES**

Calle del Rey, 38

San Lorenzo de El Escorial

28200 – Madrid

+34 918 967 000

More information in <http://www.euroforum.es/instalaciones/palacio-de-los-infantes>

### Internet

WiFi will be available throughout the Congress

### Transportation

Transportation will be provided on both November 27<sup>th</sup> and November 28<sup>th</sup> from the airport or the train station to El Escorial, and on November 30<sup>th</sup> from El Escorial to the airport or the train station.

## Sponsorship Types and Modes

I CISSTO will have sponsorships of known national and international enterprises and organisations, which apart from offering professional experiences, are interested in knowing the state of the art around practical solutions to complex problems focusing on systemic approaches.

### Platinum Package (15.000 €)

- Corporate image of sponsor in publicity of congress in Spain and LATAM
- Corporate image of sponsor in web page and information materials of congress
- Inclusion of topics of interest suggested by sponsor
- Participation in the selection tribunal of papers and evaluations
- Participation in the winning paper in case that it can be developed in collaboration with the author of the work.
- Presentation of a paper (Voluntary)
- Participation in the design and development of workshops (Voluntary)
- Presentation of case studies to be developed in workshops
- Invitation to **4** general attendees (three days of congress).

### Gold Package (10.000 €)

- Corporate image of sponsor in web page and information materials of congress
- Inclusion of topics of interest suggested by sponsor
- Participation in the winning paper in case that it can be developed in collaboration with the author of the work.
- Presentation of a paper (Voluntary)
- Participation in the design and development of workshops (Voluntary)
- Presentation of case studies to be developed in workshops
- Invitation to **3** general attendees.

### Silver Package (6.000 €)

- Corporate image of sponsor in web page and information materials of congress
- Inclusion of topics of interest suggested by sponsor
- Participation in the winning paper in case that it can be developed in collaboration with the author of the work.
- Presentation of a paper (Voluntary)
- Presentation of case studies to be developed in workshops
- Invitation to **2** general attendees.

### Bronze Package (4.000 €)

- Corporate image of sponsor in web page and information materials of congress
- Inclusion of topics of interest suggested by sponsor
- Presentation of case studies to be developed in workshops
- Presentation of a paper (Voluntary)
- Invitation to **1** general attendee.

### Logo of Organisation (400 €)

- Corporate image of sponsor in web page and information materials of congress
- Presentation of a paper (Voluntary)

## Contact

**Web Sites:** [www.cissto.org](http://www.cissto.org)

[www.sesge.org](http://www.sesge.org)

**CISSTO Organizing Committee** [info@cissto.org](mailto:info@cissto.org)

**Hashtag:** #cissto2018



**@CISSTO\_SESGE**



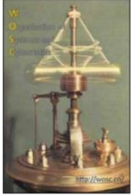
**SESSE**  
Sociedad Española  
de Sistemas Generales

I Congreso Iberoamericano de Soluciones Sistémicas para la Transformación de las Organizaciones

**Sponsorships:**



**Collaborating Organizations:**



**World Organisation  
of Systems and Cybernetics**



Fundación **CERTIUNI**



CENTRO PARA LA CREACIÓN, ENSEÑANZA,  
APLICACIÓN Y DIFUSIÓN DE CONOCIMIENTO  
SISTÉMICO



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