

from the industry

LEO

launch event

Cairo

20th December 2012

With the benefit of hindsight, it is clear that reports that the world would end on 20th December 2012, were, to put it mildly, inaccurate. For most of the world, this unique date came and went, and was really no different to any other day.

In Cairo, Egypt, however it was a little different. For a start, it is a very unusual time in Egypt. Western media was full of reports of civil unrest in the run up to the constitutional referendum on 15th December, but this also seemed to pass off with little fuss.

“Honestly,” said Dan, “we had a very nerve-wracking couple of weeks leading into the event. We kept hearing about the challenging situation in Egypt. We made contingency plans, all from scaling it down to a 100% Egyptian event with just Atif and me there, to calling the whole thing off! But in the end it was very clear that the situation was not as bad as painted in media and when our local associates reassured us that any issues were very localized, we went ahead as planned. In a time when many businesses have left Egypt, we are very proud to be coming into the country, to provide opportunity and education, to in whatever small way contribute to the country. One of my passions about direct selling is exactly this: how it connects people Internationally.” Often the most anticipated dates or events can turn out to be something of an anti-climax. However, sometimes they can surprise in another way, by surpassing all expectations. In the case of LEO’s launch event, for 2,500 delegates from all over the world -- Canada, China, India, Bangladesh, The Netherlands, Germany, Pakistan, Dubai, Hungary, UK, to name a few countries represented – it was the latter. They will remember the event for the rest of their lives.



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United Networker was invited to cover the event as an exclusive and given unsurpassed behind-the-scenes access, and a fascinating insight it was too. This event was, we have to state from the outset, unlike any direct selling or network marketing event we have attended in the past, and to be honest, it will be hard to beat it. We were very proud to be the only invited media present.

It is not that it was bigger, better, or superior, it was just different, and we will try to convey through this article, and the pictures, just how different.

The Last Wonder of the World

The first thing that made this event so unique was the location. Never before has such an event been held at the Pyramids, and it is unlikely that it will happen again. It was only due to the nature of the LEO business, which has been so enthusiastically adopted by keen trainers and entrepreneurs from Egypt, and due to the extremely high number of influential, respected, and professional associates LEO has in Egypt, that the event was allowed at this incredible location. e-Learning, training and education are products that anyone can be proud to get behind, including the authorities responsible for preserving the status and prestige of the National symbol of Egypt.

If you have not yet visited the pyramids, be sure to do so. Of the original seven, the pyramids are the only remaining Wonder of the World. The great pyramid was built around 3rd century BC, or some 5,000 years ago.

This tied in perfectly with the date, 20/12 2012, the end of a cycle of 5,125 years in the Mayan calendar, and also the end of a larger cycle of 26,000 years. At the beginning of this smaller cycle, Cairo in Egypt was really the center of the civilized world, and was witnessing the birth of the most important development in human evolution, the ability to write down and record information, with hieroglyphics. 5,000 years later, LEO is launching a new business built on the evolutionary next step: e-Learning.

The New World Begins

Against the backdrop of the awe-inspiring pyramids, what could make the scene even more potent for the LEO launch? Well, how about the Sphinx? Just in the foreground between the stage, and the pyramids, was the Great Sphinx of Giza, a mythical creature with the body of a lion, and the head of a human. A powerful synergy with the imagery of LEO, with their Lion logo, and encouraging members to find their inner Lion.



In addition - just as the Egyptian Sphinx is seen in mythology as a benevolent creature which guarded the entrance to temples - LEO likes to think of its online learning system as a temple of learning!

After some amazing entertainment by extremely talented traditional Egyptian dancers, the capacity 2,500 crowd was first treated to an introduction by local leader Trainer Ramy Shokry, and Turkish leader Melek Zerger. Melek presented in English, Ramy in Arabic. Both are talented performers, Melek having addressed previous large Network Marketing conferences, and Trainer Ramy having delivered rousing motivational training to audiences of many thousands.

Melek and Ramy introduced Commercial Director David Bosley. As the clock was chiming 20.12 local time, David unveiled what the world was waiting for, the LEO e-learning platform. Whilst the platform itself is a state-of-the-art system with a decade of development, and millions of pounds invested in it, the unique thing about it is not the technology - it is the marriage of e-learning with network marketing, which uses the oldest and most powerful marketing method ever known, to bring cutting-edge learning and information to anybody in the World in a heartbeat. David then presented the LTAB. A high spec tablet, similar to an Ipad, but specifically manufactured for LEO, fully branded, and loaded with programs, videos and content, the LTAB sits perfectly in the LEO business model, connecting people online and getting them access to the rest of the LEO products. After David, IT Director Sohail Ramzan was introduced. Sohail has pulled together a world-class team which has integrated the bespoke LEO systems with the various diverse payment solutions which benefit members, the e-learning portal, and the webshop.

Sohail's team have been hard at work delivering the sort of solutions which many long established competitors have yet to even consider. Online chat support was launched on stage by Sohail, as was a fantastic back-office application for smartphones - LEOsmart - enabling associates to track and manage their LEO business on the move even without a computer. Fully integrated onto both the Android platform as well as available in the Apple Appstore, free of charge, another example of how LEO's thoughts and values are distributor-centric, firmly placing distributors at the heart of its business. Great as these achievements may seem, they appear to be the tip of the iceberg from Sohail's department, according to what's in the pipeline!



The Main Event

Next up Dan Andersson and Atif Kamran took the stage. By this time the audience was really warmed up despite the chilly desert night, and Dan and Atif received a rapturous welcome from the audience.

The heart of network marketing is recognition and it is clear that LEO understand this. Achievers from some twenty countries around the world were on stage and had their larger-than-life moment on stage. Did we mention that this was in front of the Pyramids? It is hard to imagine that people receiving their recognition on stage will ever have a greater stage and backdrop. Their photos will become family heirlooms: "This is your dad on stage in front of the Pyramids, before you were even born twenty five years ago!"

It was clear that the two co-founders really appreciate and respect the achievements of their leaders. They created a very special celebration atmosphere and every one had their moment. Having attended many events in this industry, I was struck by a feeling of genuine integrity. These people really care and this is much more than just a show. And even more importantly, the associates were at the heart of it. Leaders were given the microphone; leaders shared their stories; and leaders gave thanks to their teams.

Even more special was how LEO had produced videos of the highest achievers. Additionally to sharing who the leader was, what his thoughts and goals were, the company had, secretly without the person being recognized knowing, interviewed the family, colleagues and friends. Simple messages of respect and appreciation, even love, moved the audience to tears.

Atif Kamran, Global Marketing Director, and co-founder of LEO stayed on stage and delivered a very personal training on what it means to live like a lion. Knowing a little of how hard this man has worked to help launch this company, it is hard to believe that three months before the event his first-born son had been born three months premature!

"He fought for his life every day," Atif explained. "And he never complained. I don't believe he ever felt sorry for himself. He taught me about being a lion."

With tears rolling down his face, Atif shared that his wife and him had decided to call him Saarim, a word with Arabic roots that means 'Lion'.



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"No matter what happens to you, don't feel sorry for yourself. No matter what happens, always have courage. No matter what happens, walk and talk like a Lion!" Powerfully emotional, Atif urged the audience, "You are so much more than fear, so much more than self-pity. Unleash the Lion within you!"

Atif, still a young man in his early thirties, clearly has come into his power with LEO. Prior to LEO he built a network of over 6 million people, and prior to that he was European Training Manager for a top tier Global Direct Selling company. It is easy to see that he has unleashed his inner lion!

And finally, Dan Andersson delivering the President's closing remarks. Older, experienced, and passionate about the potential our

industry has to be a world-changing force. Having spent time with Dan, he is incredibly enthusiastic, driven, charismatic and charmingly humble, and totally mission-driven. In his own words, he has seen the Good, The Bad and The Ugly after some 23 years in Direct Selling. He believes that LEO can do something extraordinary.

"We live in unique times. Globalisation, Internet, online learning, entrepreneurship, IT tools and technologies we couldn't dream about a few years ago – all of these things come together in LEO. At first glance, people think this is a quirky little business built around our passion for training and education. It is much more than that. We are about building business skills that build businesses. Entrepreneurship." He paused, looking from left to right, from front to back, making eye contact with everyone.



“We are about helping you create your own business, about helping you become free. By helping you, we help your family, your community, and ultimately, your country. This is LEO’s mission: Service to mankind through unleashing human potential.”

Once in a lifetime

As we stated at the opening of this report, this event was very different. We very much doubt that anybody there will ever forget it. As for us, we would not have missed it for the world. The event represent a lifetime achievement for Dan Andersson and Atif Kamran, co-founders of LEO. To us it would appear that Dan and Atif are really on a mission, and this is what makes them different. They do not claim that they are better than anybody else, this is for anybody to judge objectively, but the difference is very clear. They have worked

hard from the outset to establish a company they can be proud of. They are working to create a legacy business, not just to make money. Their passion and belief in the business is clear to see, and infects the whole organization.

In an industry where exceptional is normal, where the extra-ordinary happens every day, Dan and Atif have managed to achieve what many would have thought impossible, and really shock the world with a company so different, and so unique, that it just does not easily compare with any other. Better or not, only time will tell, but beyond doubt are the commitment, transparency and integrity of the management team delivering this new concept.

The United Networker wishes them every success.