



## SERIES OF EXECUTIVE LEVEL - LIVE WEBINAR(S)

1<sup>st</sup> July 2016-2017

SPONSORSHIP PACKAGES  
LIVE WEBINAR(S)



## **SERIES OF EXECUTIVE LEVEL - LIVE WEBINAR(S)**

Learning Re-Imagined!

Exposure Like Never Before | Unique Sponsorship Opportunities

Knowledge Now is knowledge based executive consulting firm and digital solutions provider. It provides executive development services and full cycle knowledge based consulting solutions. KN is a trusted knowledge solutions advisor to some of the world's largest firms.

Knowledge Now has a complete spectrum of Webinar Management System (WMS), designed and developed to meet the specific requirements for smooth coordination of live Content Delivery and archiving webinar recording sessions into multifaceted productions, such as,

- Video Broadcast
- Audio Podcasts
- Summary Transcripts
- PDF Illustrations

Knowledge Now has so far conducted more than 170 live webinars with renowned speakers from top academic institutes, such as, Harvard, Oxford, Rotman Business School, London Business School to Global Consulting Firms, such as, Accenture, Oliver Wyman, Booz & Co and others.

Knowledge Now is renowned for its ability to bring together top executives and thought leaders to debate contemporary issues, collaborate on solutions, and define best practices in form of webinars and physical workshops/master classes. Your webinar(s) sponsorship investment represents incredible value, because it capitalizes on the Knowledge Now's independence, organizational strengths, and respected brand, while enabling you to focus on

your communications and marketing objectives for the event.

Invest in Webinar(s) Sponsorship With Knowledge Now and Receive:

- Alignment with Knowledge Now, a top tier global executive education hub
- Prominent exposure in all marketing materials, including those distributed through social media, direct marketing, the conference website, and on-site at the event
- Access to renowned thought leaders and industry experts
- A yearlong multimedia marketing campaign designed to drive traffic to your website and reach your audiences
- Diversified target markets
- Enhanced credibility and positioning with your clients
- Perceived value to your clients for your commitment to education
- Generates prospects and sales, by reaching the audience
- Amplifies your message, by providing a setting of heightened receptiveness
- Provides a practical, well respected avenue to market leadership
- Presents opportunities to form important, new business relationships
- Is backed by our years of experience as Pakistan's premier webinar(s) provider

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**"The concept behind the inception of Knowledge Now, is evident in its own name. It's 'Knowledge': a premier executive education hub and knowledge provider, which provides most updated knowledge and global expertise, 'Now': at a readily accessible pace to your door step. Just brilliantly like that!"**

**Prof Dr. Ted Marra**  
Board Member

**"The kind of clientele Knowledge Now enjoys is rarely seen elsewhere in the world. The perfect blend of extensively broad array of industries which KN clients come from, it works miracles by harmonizing and connecting them with the speakers, who come from widespread areas of expertise."**

**Prof Dr. William P. Kittredge**  
Board Member



## Message from the MEMBER BOARD OF GOVERNORS

### PROFESSOR WILLIAM P KITTREDGE, PHD

Your business environment and your customers' expectations are changing at an ever accelerating pace. Globalized markets present a dual challenge. Your company's competitors can be anywhere in the world challenging not only your company's products and services but also vying for the best new talent and recruiting your company's best employees.

How you respond to these challenges determines your company's short-term success and long-term viability. Today's business environment presents challenges that require creative, cost-effective solutions – Knowledge Now solutions.



Knowledge Now's international team of seasoned content developers, presenters, technical experts, and program managers provides up-to-date content tailored to your situation. Knowledge Now customers also enjoy a wide range of delivery options. Knowledge Now stands ready to create custom programs and workshops, with a global perspective, for your company.

During my own career in senior private sector, government, and academic positions, I've seen the accelerating pace of change leave individuals, companies, universities, and governments behind simply because they could not access cost-effective resources to address the challenges they face. I joined Knowledge Now specifically because Knowledge Now's approach responds to those challenges dynamically and flexibly, delivering customized content cost-effectively.

In my own recent work, I delivered in person workshops at the Medinah Institute for Leadership and Entrepreneurship (Medinah KSA) and the Asian Institute of Technology (Bangkok Thailand) for senior executives from many nations including Australia, Bhutan, Cambodia, Egypt, India, KSA, Nepal, Qatar, Thailand, Turkey, UAE, and USA.

The courses and workshops varied from 1 -10 days and addressed a wide range of topics including recruiting and retaining Millennial generation employees, public-private partnerships, social enterprise planning, telecom management, computer systems security, and risk management in globalized banking. The development and delivery of appropriate content, program management, and

provision of appropriate technical services for such a broad range of topics across widely separated locations is only possible when a diverse group of seasoned professionals representing many disciplines and specializations works in a coordinated fashion to produce excellent outcomes – that team is Knowledge Now.

Many companies cannot afford the disruption associated with prolonged absences by senior people and they must keep their team's skills sharp through continuing professional education – Knowledge Now provides a complete, cost-effective solutions for them.

I am delighted to be part of this vibrant team. I hope that you will contact us soon to discuss your requirements. I am confident that you, and your company, will find Knowledge Now work products are uniformly excellent, as so many have already done.

## Message from the MEMBER BOARD OF GOVERNORS

### PROFESSOR TED MARRA, PHD

#### Board Member, Knowledge Now

I have been fortunate to have accumulated 42 years of global business experience – consulting, strategic facilitating, organisational change and developing executives through unique learning programmes. During that time I have lived or worked in some 38 countries and assisted more than 160 organisations in virtually every sector, industry; product, service or support group.

My personal mission has been to inspire leaders of today and those of tomorrow – helping them to gain deep insights, broad and relevant understandings and to give them a compelling sense to act as catalysts for change in their organisations – their industries or sectors especially, but not exclusively, as it relates to matters of strategic importance.

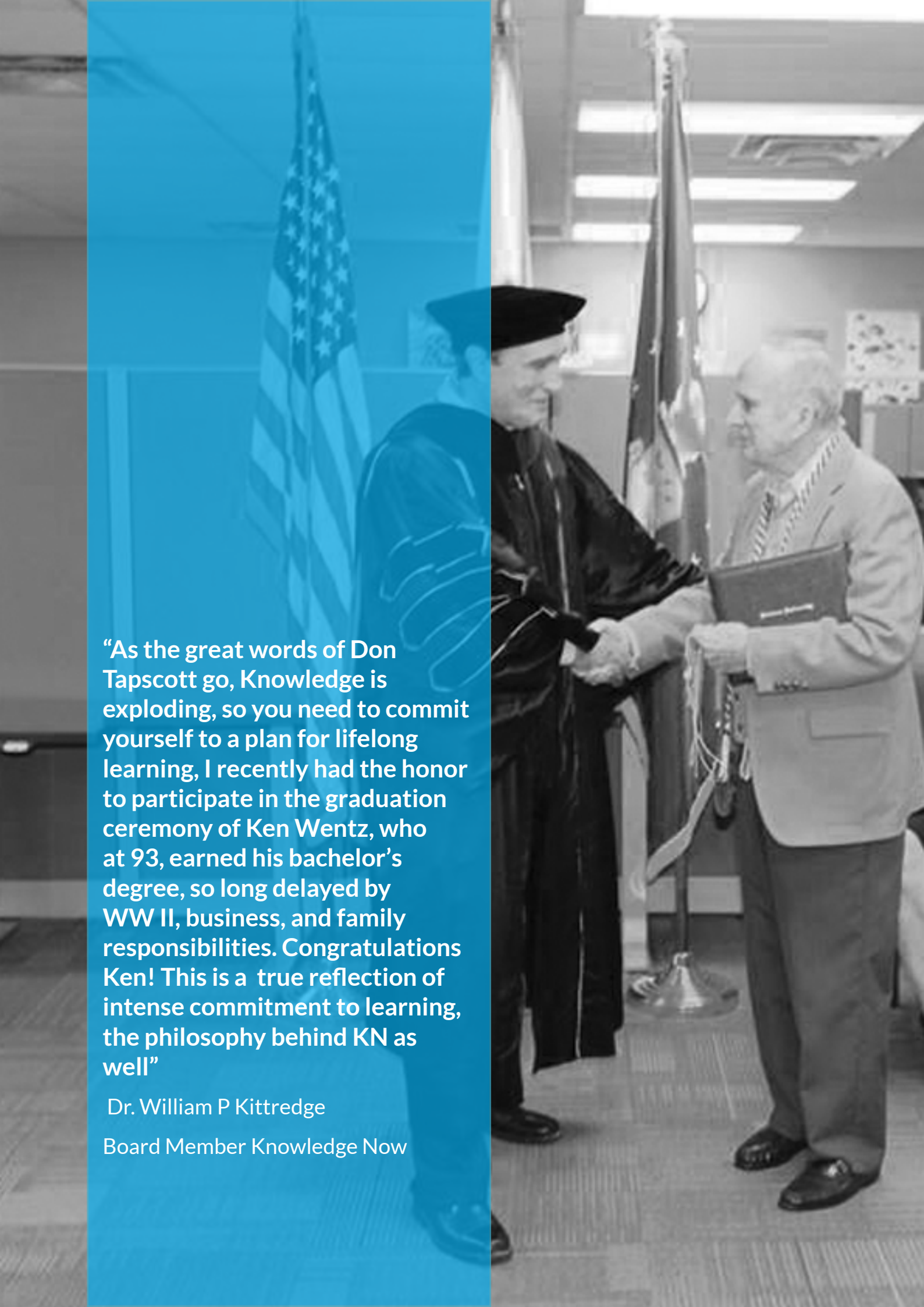
For some time now you have believed in the importance of learning and development in your organisation – building within your leaders of today and tomorrow the right combination of capabilities – the competencies to help maintain your organisation's course even in turbulent times as well as better ensuring its success in the future however you choose to define it in your business context.

Yet you have many questions. Are we doing the right thing – really building the capabilities, the competencies that are going to be needed for the challenges ahead? Just what return have you really received on your investment? Have you really ensured that your executive development is aligned with the business needs that exist? Has it helped you produce better results – to be more competitive or successful? Have you spent too much time focusing on an effective executive development process and lost sight of the business outcomes you really need?

For me, my agreement to become a member of the board of Knowledge Now was like a breath of fresh air – a unique opportunity to join with a rare and, in my mind, incomparable team of visionary, intuitive individuals who are incredibly passionate about bringing their collaborative and creative genius to help build, in the best possible way, the capabilities – the competencies that will be essential for you – the leadership team of today and tomorrow – ensuring they will be able to build and maintain an enduring organisation – one that stands the test of time, change and turbulence; continuously maintains excellence in all it does; consistently produces benchmark results including a deep concern for societal outcomes; and all the while, creating and delivering exceptional value for all its key stakeholders.

I am proud to say that I represent Knowledge Now and I am 100% convinced that you will now have 'someone to believe in' when it comes to making your choice of a world-class provider of learning.





“As the great words of Don Tapscott go, Knowledge is exploding, so you need to commit yourself to a plan for lifelong learning, I recently had the honor to participate in the graduation ceremony of Ken Wentz, who at 93, earned his bachelor’s degree, so long delayed by WW II, business, and family responsibilities. Congratulations Ken! This is a true reflection of intense commitment to learning, the philosophy behind KN as well”

Dr. William P Kittredge

Board Member Knowledge Now



## KN SPEAKER'S PROFILE

Pamela Thomson  
CEO  
Creative Life Coaching Inc.



Dawn Metcalfe  
Managing Director  
PDSi



Dr. Ted Marra  
Prof. of Strategic Leadership  
Cotrugli Business School



Tamara McCleary  
National Speaker &  
Relationship Economist  
Tamara McCleary



Prof. Linda Chaousis  
Professor  
Carnegie Mellon University



Dr. Eric Kaufman  
Associate Professor  
Dr. Curt Friedel  
Assistant Professor  
Virginia Tech



William P Kittredge  
President  
Cervelet Management &  
Strategy Consulting



Dr. Walid Hejazi  
Associate Professor  
Rotman School of Management





Dr. Edward Marshall  
Founder and Managing Partner  
The Marshall Group, LLC



Dr. Nicole Nipkin  
CEO  
Equilibria Leadership Consulting



Jennifer Riel  
Managing Director  
Rotman School of Management



Dr. Jason Jones  
Vice President  
Strata Leadership



Peter Baines  
Chair & Founder  
Peter Baines Consulting



Dr. Jeffrey D. Yergler  
Principal Consultant  
Integer Leadership Consulting



Dr. Mansour Javidan  
Director  
Najafi Global Mindset Institute



Andrew Bryant  
Managing Director  
Self Leadership  
International Pte Ltd



John Stenbeck  
President  
GR8PM, Inc



Doug Strycharczyk  
CEO  
AQR International



Jane Anderson  
Director  
Jane Anderson

*Jane Anderson*



Andy Smith  
Training Director  
Coaching Leaders Ltd.



Marc Effron  
President  
Talent Strategy Group



Dr. Jeffrey Kuhn  
Founder & CEO  
GrowthLeaders



Bert Oliva  
Human Behavior Expert  
BOWAworld International



David Marquet  
President and Founder  
Turn the Ship Around LLC



# PROPOSED WEBINARS TOPICS 2016

1. Balanced and Mindful Leadership
2. The Wisdom Chronicles: Competing to Win
3. Howto Harness the Power of the New Economy for Profit
4. Performance Management
5. DiverseProblem Solving Styles : A Recipe for Effective Teams
6. How to create & manage a powerful sales force
7. How to successfully expand in the global economy?
8. How to Be a Collaborative Leader for Innovation and Growth
9. Why Change is So Hard
10. Integrative Thinking: How Successful Leaders Think
11. Winning With Character
12. How to lead in challenging times
13. How to Create and Sustain a Competitive Employment Brand
14. Are You a World Class Executive?
15. Howto Lead Yourself & Influence Others
16. 'Tested Keys to Estimating' Successful Project Managers Live Off!
17. Howto develop Resilient Confident Organisations
18. Why your Personal Brand and LinkedIn matters
19. Neuro Linguistic Programming
20. Science & Simplicity:Getting Performance Management Right
21. Thinking and Leading Strategically
22. RECOGNIZING HUMAN POTENTIAL - Communicate, Influence & Inspire Results
23. How to Create Leaders, Not Followers



## DIAMOND SPONSOR, INVESTMENT: PKR: 750,000/-

### BRANDING ON FLYERS/ BANNERS

- Branding (logo) on the KN Webinar(s) HTML Flyers.
- Logo, 100 word company profile and URL inside the webinar(s) brochure.
- Logo on all print media including newspaper advertisements.
- Logo embossed on the participation certificates to be given to webinar(s) participants.

### BRANDING ON ONLINE PROMOTION

- Branding (logo) on the KN Webinar homepage, including a 100 word company profile and hyperlink (official website/ specific products page).
- Acknowledgement as a Diamond Sponsor and logo on all KN webinar(s) emails during pre event marketing period.
- Logo embedded on YouTube Video of the archived webinar(s)
- Branding (logo) on Value Readings furnished with the archived webinar(s) video on different forums.
- Announcement on KN Facebook page.
- Mention on the KN Twitter page.
- Branding on video teasers published on KN YouTube (part of webinar(s) promotion package)

### EXCLUSIVE BENEFITS:

- 30 Seconds introductory video at start of webinar(s)
- Logo placement at start/end of live webinar(s)
- Special registration fees for reference clients
- Custom email to announce/promote your sponsorship of the webinar(s)
- Sponsor will receive a list of registered participants (company and title only) after the webinar(s)

- Sponsor can provide a 50-word message (to include contact information) to be included in the "Thank You" email sent to registered attendees after the webinar(s)
- One-time use of the registered attendee list for one direct mailing. Actual marketing piece will need to be pre-approved by KN.

### AUDIENCE

- KN Webinars registration average 500-1500 High level decision makers, Business executives, senior level partners, thought leaders, entrepreneurs, Chairmen and Board Members, Senior Professionals (Executives, Directors & Managers), Unit Heads or anyone seeking high quality knowledge/learning.
- Focus: Corporate, Academia, Local & Multinational Industry
- Mix: Corporate, Banks, Multinationals, Academia, Students





## PLATINUM SPONSOR, INVESTMENT: PKR: 500,000/-

### BRANDING ON FLYERS/ BANNERS

- Branding (logo) on the KN Webinar(s) HTML Flyers.
- Logo, 100 word company profile and URL inside the webinar(s) brochure.
- Logo on all print media including newspaper advertisements.
- Logo embossed on the participation certificates to be given to webinar(s) participants.

### BRANDING ON ONLINE PROMOTION

- Branding (logo) on the KN Webinar homepage, including a 100 word company profile and hyperlink (official website/ specific products page).
- Acknowledgement as a Platinum Sponsor and logo on all KN webinar(s) emails during pre event marketing period.
- Logo embedded on YouTube Video of the archived webinar(s)
- Branding (logo) on Value Readings furnished with the archived webinar(s) video on different forums.
- Announcement on KN Facebook page.
- Mention on the KN Twitter page.
- Branding on video teasers published on KN YouTube (part of webinar(s) promotion package)

### EXCLUSIVE BENEFITS:

- Logo placement at start/end of live webinar(s)
- Special registration fees for reference clients
- Custom email to announce/promote your sponsorship of the webinar(s)

- Sponsor will receive a list of registered participants (company and title only) after the webinar(s)
- Sponsor can provide a 50-word message (to include contact information) to be included in the "Thank You" email sent to registered attendees after the webinar(s)
- One-time use of the registered attendee list for one direct mailing. Actual marketing piece will need to be pre-approved by KN.

### AUDIENCE

- KN Webinars registration average 500-1500 High level decision makers, Business executives, senior level partners, thought leaders, entrepreneurs, Chairmen and Board Members, Senior Professionals (Executives, Directors & Managers), Unit Heads or anyone seeking high quality knowledge/learning.
- Focus: Corporate, Academia, Local & Multinational Industry
- Mix: Corporate, Banks, Multinationals, Academia, Students



## GOLD SPONSOR

INVESTMENT: PKR: 350,000/-

### BRANDING ON ONLINE PROMOTION

- Branding (logo) on the KN Webinar homepage, including a 100 word company profile and hyperlink(official website/ specific products page).
- Acknowledgement as a Gold Sponsor and logo on all KN webinar(s) emails during pre event marketing period.
- Logo embedded on YouTube Video of the archived webinar(s)
- Logo embossed on the participation certificates to be given to webinar(s) participants.
- Branding (logo) on Value Readings furnished with the archived webinar(s) video on different forums.
- Announcement on KN Facebook page.
- Mention on the KN Twitter page.
- Branding on video teasers published on KN YouTube (part of webinar(s) promotion package)

### EXCLUSIVE BENEFITS:

- Logo placement at start/end of live webinar(s)
- Special registration fees for reference clients
- Custom email to announce/promote your sponsorship of the webinar(s)
- Sponsor will receive a list of registered participants (company and title only) after the webinar(s)
- Sponsor can provide a 50-word message (to include contact information) to be included in the "Thank You" email sent to registered attendees after the webinar(s)
- One-time use of the registered attendee list for one direct mailing. Actual marketing piece will need to be pre-approved by KN.

### AUDIENCE

- KN Webinars registration average 500-1500 High level decision makers, Business executives, senior level partners, thought leaders, entrepreneurs, Chairmen and Board Members, Senior Professionals (Executives, Directors & Managers), Unit Heads or anyone seeking high quality knowledge/learning.
- Focus: Corporate , Academia, Local & Multinational Industry
- Mix: Corporate, Banks, Multinationals, Academia, Students



## SILVER SPONSOR, INVESTMENT: PKR: 200,000/-

### BRANDING ON ONLINE PROMOTION

- Branding (logo) on the KN Webinar homepage, including a 100 word company profile and hyperlink(official website/ specific products page).
- Acknowledgement as a Silver Sponsor and logo on all KN webinar(s) emails during pre event marketing period.
- Logo embedded on YouTube Video of the archived webinar(s)
- Branding (logo) on Value Readings furnished with the archived webinar(s) video on different forums.
- Announcement on KN Facebook page.
- Mention on the KN Twitter page.
- Branding on video teasers published on KN YouTube (part of webinar(s) promotion package)

### EXCLUSIVE BENEFITS:

- Logo placement at start/end of live webinar(s)
- Special registration fees for reference clients
- Custom email to announce/promote your sponsorship of the webinar(s)
- Sponsor will receive a list of registered participants (company and title only) after the webinar(s)
- Sponsor can provide a 50-word message (to include contact information) to be included in the "Thank You" email sent to registered attendees after the webinar(s)
- One-time use of the registered attendee list for one direct mailing. Actual marketing piece will need to be pre-approved by KN.

### AUDIENCE

- KN Webinars registration average 500-1500 High level decision makers, Business executives, senior level partners, thought leaders, entrepreneurs, Chairmen and Board Members, Senior Professionals (Executives, Directors & Managers), Unit Heads or anyone seeking high quality knowledge/learning.
- Focus: Corporate , Academia, Local & Multinational Industry
- Mix: Corporate, Banks, Multinationals, Academia, Students







## BRONZE SPONSOR

INVESTMENT: PKR: 150,000/-

### BRANDING ON ONLINE PROMOTION

- Branding (logo) on the KN Webinar homepage, including a 100 word company profile and hyperlink(official website/ specific products page).
- Acknowledgement as a Bronze Sponsor and logo on all KN webinar(s) emails during pre event marketing period.
- Branding (logo) on Value Readings furnished with the archived webinar(s) video on different forums.
- Announcement on KN Facebook page.
- Mention on the KN Twitter page.
- Branding on video teasers published on KN YouTube (part of webinar(s) promotion package)

### EXCLUSIVE BENEFITS:

- Special registration fees for reference clients
- Custom email to announce/promote your sponsorship of the webinar(s)
- Sponsor will receive a list of registered participants (company and title only) after the webinar(s)
- Sponsor can provide a 50-word message (to include contact information) to be included in the "Thank You" email sent to registered attendees after the webinar(s)
- One-time use of the registered attendee list for one direct mailing. Actual marketing piece will need to be pre-approved by KN.

### AUDIENCE

- KN Webinars registration average 500-1500 High level decision makers, Business executives, senior level partners, thought leaders, entrepreneurs, Chairmen and Board Members, Senior Professionals (Executives, Directors & Managers), Unit Heads or anyone seeking high quality knowledge/learning.
- Focus: Corporate , Academia, Local & Multinational Industry
- Mix: Corporate, Banks, Multinationals, Academia, Students





# KNOWLEDGE NOW SPONSOR CONTACT FORM

## SPONSORSHIP LEVELS

- ☐ Diamond Level PKR 750,000/- ☐ Gold Level PKR 350,000/- ☐ Bronze Level PKR 150,000/-  
☐ Platinum Level PKR 500,000/- ☐ Silver Level PKR 200,000/-

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

☐ Check Enclosed

☐ Bank Transfer

Signature: \_\_\_\_\_

Mail Sponsor Contract along with payment, an electronic version of your logo or PowerPoint slide(s) to: Knowledge Now Spring North, Chaudhry Arcades,  
Above NIB Bank Phase-7 Bahria Town Rawalpindi

## CONTACT DETAILS

For further information or inquiries on the sponsorship opportunities, please contact:

Asghar Azmi-Director Sales & Marketing

Mobile: +92 (300) 9252-885

Email: asghar@knowledgenow.info

**THIS IS A YEAR LONG AGREEMENT, To confirm your sponsorship, return this contract as soon as possible**

## CONTACT DETAILS

1. Full payment should accompany this completed application form.
2. Payment from sponsors should be made by company cheque only in favor of Knowledge Now

**Account Title:** Knowledge Now  
**Swift Code:** NIBPPKKA  
**IBAN Number:** PK85 NIBP 0000 0000 1528 1669  
**Bank Name:** NIB Bank Limited  
**Location:** Bahria Town, Rawalpindi

3. All details aforementioned is for one account and should be fully used for the transfer, without which transfers cannot be effected to our account
4. All transfers made should be net amount exclusive of bank transfer charges and for all purposes amount received in our bank account will be considered the transferred amount.
5. Payment proof to be sent by email to info@knowledgenow.info or asghar@knowledgenow.info
6. Payment is to be made directly to the organizer without exception and should not be made to agents or any third party.

## Sponsorship Conditions

1. Definitions: The term 'Sponsor' & 'Partner' shall mean any company, partnership firm, organization or individual to whom space has been allocated for the purpose of exhibiting and or providing with main or supporting sponsorship benefits and shall include their employee, contractors, suppliers and agents. The term 'Webinar(s)' shall mean any live seminar run by KN and in particular shall mean the event detailed on the Sponsorship Application Contract (SAC). The term 'Organizer' shall mean KN and their employees. The term 'Contract' shall mean the SAC, which is formed by the acceptance and signing of the SAC form.
2. The date, time and duration of the webinar shall be at the discretion of the organizer. In the event of any change the organizer shall notify the partner/sponsor of the subsequent change not later than 2 days prior to event.
3. NO cancellation of the sponsorship will be accepted once it is confirmed. KN reserves the right to claim full money as per the Sponsorship Application Contract (SAC) if the same is not paid.
4. The agreement to Partner/Sponsor is irrevocable by partner/sponsor and in the event of cancellation or no show full participation fees is liable to be paid.
5. An invoice will be sent upon receipt of the completed sponsorship form duly signed and stamped.
6. A high resolution corporate logo of the partner/sponsor should be submitted within a week of signing the contract. The organizer will use the logo as per the colors specified and will not be held responsible for any negligence of the printer, publisher, advertising agency or any subcontractor of the organizer. If the logo is not provided in the requested format the organizer will not be held responsible for poor quality reproduction of the logo in any marketing materials.
7. The organizer shall not be responsible for loss or damage to any property of the partner/sponsor or any person before/during/after the program caused by theft, fire, defect in the venue, storm, tempest, lightning, government decision, national emergency, national mourning, riots, strikes, civil unrest, war, labor disputes, lockouts, explosions, acts of God, government order cancelling the event, terrorism, communicable diseases, biological or chemical materials incidence and general cause of force majeure whether or not ejusdem generis with foregoing or any cause not within the organizer's control or for any loss or damage sustained in the event that the opening or holding of the program is prepones, cancelled, prevented, postponed, abandoned or duration changed. The partner/sponsor is advised to take out an appropriate insurance cover for the purpose of indemnifying the organizer as aforesaid and also cover themselves against all risks anticipated / associated with their participation and more explicitly, with respect to the conditions herein for which the organizer has expressed not be responsible.
8. The organizer retains the right to change the duration or dates without prior notification including if they deem it to be in the interest of the event, or for reasons beyond their control. In no event shall the partner/sponsor have any claim for damages of any kind against the organizer with respect to any loss or damage consequent upon cancellation, breakdown, prevention or any postponement or abandonment of the program by reason of the happening of any of the events referred to in condition 7 or otherwise the hall or the venue becoming wholly or partially unavailable for the holding of the program for reasons which may be within or beyond the organizer's control and organizer shall be entitled to retain the full amount paid by the partner/sponsor or such part thereof as the organizer shall consider necessary. If in the opinion of the organizer by rearrangement or postponement of the period of program or by substitution of another hall, building, venue or in any other reasonable manner, the program can be carried out, these conditions shall be binding upon the parties except as to size and position as to which any modification or rearrangement shall be determined by the organizer.
9. All display and advertising arrangements shall be appropriate to the subject matter of the program in the sole opinion of the organizer and shall be tasteful and of a suitable high standard and shall not contravene or conflict with any moral or local custom and if in the opinion of the organizer, the partner/sponsor is in breach of the clause, the organizer may direct the partner/sponsor to rectify any such breach and the sponsor shall act immediately accordingly. Due to unforeseen circumstances the program may change and KN reserves the right to alter the date/time and / or speakers without any prior notice and the organizer shall not be held responsible for any claims whatsoever.

## Contact Details

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**Knowledge Now  
Get the Leading Edge**

**Head Office:** 1916 Pike Place, Suite 12, Seattle, WA98101 USA

**Telephone:** +1 206-905-9341

**Regional Office:** 3rd Floor Ch Arcades, Spring North Above NIB  
Bank, Phase 7, Bahria Town, Islamabad Pakistan

**Telephone:** +92 51 540 0362

**UK Based Office Support:** +44 7466 907 302