World Business Forum

The world’s most important gathering of senior executives.

It’s about business.

It’s about inspiration.
Organised and curated by WOBI each year in cities across the globe, World Business Forum is a two-day event that brings together thousands of senior-level decision makers from across all industries to learn from and be inspired by some of the world’s most renowned figures from business.

Offering a unique blend of ideas and inspiration, World Business Forum focuses on the issues most relevant to today’s business people, stimulating new thinking and motivating action.
World Business Forum 2019 Attendees Profile

**Economy Sector**
- Long Term Assets: 9%
- Other: 3%
- Services (Non Financial): 11%
- Banks and Financial Services: 28%
- Chemicals and Pharmaceuticals: 13%
- Business and Financial: 17%
- Transportation: 19%

**Company Size**
- +1000 Employees: 6%
- 201-1000 Employees: 27%
- 51-200 Employees: 28%
- 21-50 Employees: 26%
- 1-20 Employees: 13%

**Organizational Position**
- Area Director: 14%
- CEO/GM: 49%
- Area Manager: 25%
- Partner/Owner: 6%
- Vice President: 3%
- President: 2%
- Management: 1%
- Other: 1%

**Corporate Department**
- Management: 55%
- Other: 15%
- Human Resources: 9%
- Accounting and Finance: 6%
- Sales: 5%
- Operations and Logistics: 5%
- Marketing and Communications: 4%
- R & D: 1%

World Business Forum 2019 Attendees Profile
We are faced with a series of dynamic new business challenges.

The time is now. It is the moment to act.

**People and technology working together**

- To create relevant and differentiated competitive advantages.
- To focus our marketing strategies on a more profound understanding of people’s habits and behaviours.
- To implement more efficient and profitable operational processes.
- To drive an innovation culture that allows us to respond more effectively to ever-changing markets.

A unique moment to make transformation happen.

Welcome to the era where people and technology converge.

Welcome to the era of **SUPER MINDS**
Dr. Janet L. Yellen is an American economist and the first female chair of the Board of Governors of the U.S Federal Reserve System (2014 - 2018). During her tenure, under both the Obama and Trump Administrations, Dr. Yellen helped sustain a period of economic prosperity in the U.S. - the third-longest economic expansion in the country’s history. Assuming her position during the recovery of the economy from the financial crisis, she oversaw a period of strong job growth and the start of monetary policy normalisation.

During her time as Chair the US stock market outperformed the rest of the world, inflation remained stable and the unemployment rate declined, which was of utmost importance under her leadership. Dedicated to reducing unemployment and helping average Americans prosper, she visited job-training centers to learn firsthand the challenges faced by the nation’s workforce and advocated for job-training programs so that American workers could attain the skills needed for in-demand jobs.

Throughout her distinguished career at the Federal Reserve, including serving as vice chair of the Board of Governors (2010–2014) and president and chief executive officer of the Federal Reserve Bank of San Francisco (2004–2010), Dr. Yellen championed for cautious monetary policy and encouraged more transparency and communication in government. Previously, she was a member of the Federal Reserve’s Board of Governors, chair of the White House Council of Economic Advisers under President Bill Clinton and an economics professor at the Haas School of Business at the University of California, Berkeley, where she is a professor emeritus.
Wozniak is the pioneer who co-founded Apple with Steve Jobs, and who was integral to the launch of the personal computer industry with his design of Apple’s first line of products - the Apple I and II. Since his groundbreaking work at Apple, Wozniak has been involved in many businesses and philanthropic ventures, dedicating himself to making technology functionally and financially accessible to all.

Wozniak co-founded Apple Computer in 1976 when he and Jobs launched the Apple I. The following year they launched the groundbreaking Apple II and when Apple went public in 1980, its market value exceeded $1 billion - at the time the fastest company to reach that milestone in corporate history.

Wozniak was the first recipient of the National Medal of Technology conferred on him by President Ronald Reagan and in 2000 he was inducted into the Inventors Hall of Fame. Not content with inventing the personal computer, Wozniak in 1987 also brought the first programmable universal remote control to market. Passionate about education he has worked as a fifth grade teacher and actively promotes improvements in the teaching of maths and science.

Steve Wozniak
Silicon Valley Icon, Philanthropist and co-founder of Apple

Innovation From Within: On Creativity, Wits and the Story of Apple

- Revealing the values, skills and traits that empower original thinking
- What it takes to develop groundbreaking innovations: The story behind the Apple I and Apple II computers
- Woz and Jobs: An inside look at the relationship that would change the world
- On life after Apple: The importance of giving back
- Predictions on where the next breakthrough technology will come from and the impact it will have
Daniel Goleman
Psychologist, Journalist and Leading authority on Emotional Intelligence

Brainpower: Mindsight and Emotional Intelligence in Leadership

- The competencies necessary for self-management and high performance
- What it takes to develop resonant leadership - the foundation for sustainable 21st century organisations
- Harnessing the power of self-awareness and using it as a building block for professional development
- How to cultivate the internal and interpersonal integration necessary to be a wise leader

The world’s indisputable authority on emotional intelligence, Goleman’s contributions to the field of psychology have had a transformational impact on the world of business and beyond. He has been named by the Wall Street Journal and the Financial Times as one of their most influential business thinkers and is the author of numerous bestselling books including Emotional Intelligence and Focus.

The Harvard Business Review called emotional intelligence—which discounts IQ as the sole measure of one’s abilities—“a revolutionary, paradigm-shattering idea” and chose his article “What Makes a Leader” as one of ten “must-read” articles from its pages. Goleman has received many journalistic awards for his writing, including two nominations for the Pulitzer Prize, and a Career Achievement award for journalism from the American Psychological Association.

His 2014 bestseller, Focus: The Hidden Driver of Excellence, argues that leadership that gets results demands a triple focus: on our ourselves; on others, for our relationships; and on the outer forces that shape organisations and society. Goleman’s "The Focused Leader" won the 2013 HBR McKinsey Award, given each year for the best article in Harvard Business Review.
Daniel Lamarre’s talent for international business development spans a long career in creative industries, culminating with his current position as President and CEO of the Cirque du Soleil where he is responsible for nurturing the delicate balance between the company’s global strategy (across five continents), its financial growth and stability, and the integrity of its culture and values.

Now in its fourth decade, Cirque du Soleil has expanded in a wide range of creative endeavors ranging from movies to apparel and from boutiques to nightclubs. But the essence of what the company does has stayed constant: invoking the imagination, provoking the senses and evoking the emotions of people around the world.

As leader of the organisation, Daniel’s greatest achievements include the execution of complex negotiations resulting in signed agreements with The Beatles and Michael Jackson’s estate. Cirque du Soleil’s production of ‘LOVE’ based on The Beatles’ music is the only live show ever agreed to by the iconic group. The celebration of Michael Jackson’s life and work ‘ONE’ was produced after competing with other entertainment giants who had established relationships with Michael Jackson’s estate. Both accomplishments required outstanding business skills to be brought to the fore.

Leading Innovation

- Keys to sustaining culture of innovation and creativity over the long term
- How to search for, attract and develop the best creative talent on the planet
- Strategies for growing and succeeding globally while staying faithful to your core values
- Why the best leaders are storytellers: How it pays to make it personal
Mark Webber
Distinguished Australian Formula One driver

Succeeding in an Ultra-Competitive Environment

- The mental and physical preparation required for world class performance
- Staying ahead in the face of elite competition
- Analysing the dynamics behind a champion team
- Balancing risk and reward: Knowing when the moment is right to put everything on the line
- Why the human factor remains so important - even in a technology driven sport

FIA World Endurance Champion and two-time Monaco Grand Prix winner, Mark Webber is one of motorsport’s most popular and high-profile stars. He enjoyed 12 years at the pinnacle of a sport that requires extraordinary levels personal preparation, teamwork and constant innovation. In that time he notched up 215 races, nine Grand Prix victories and helped Red Bull Racing to four consecutive Constructors’ World Championships.

At the end of 2013 Mark hung up his F1 boots and rejoined sports-car racing as part of Porsche’s return to the LMP1 class of the FIA World Endurance Championship in 2014, helping Porsche to the World Manufacturers Title twice, and becoming World Drivers’ Champions in 2015 - making Mark the first Aussie FIA World Champion since Alan Jones in 1980. Since retiring as a driver in 2016, Mark is now on the other side of the microphone as a part of the F1 punditry teams in the UK (Channel 4) and Australia (Channel Ten).

Off the track, keen on outdoor pursuits and wanting to give back to his home country, Mark launched the Mark Webber Tasmania Challenge in 2003. Currently taking a sabbatical, the seventh cycle of the gruelling charitable adventure race took place in December 2013 and to date the event has raised over $1.5 million AUD for charities in Australia. At the end of 2015 Mark’s long anticipated autobiography ‘Aussie Grit’ was published. It has since become an international bestseller, covering everything from his early days at home in Queanbeyan, through to his ultimate success as a Grand Prix winner and global sports personality.
How leaders successfully generate organisational change and learning in fast-paced and challenging environments

Dawn of The 100-year Life: What this means for selection and development and for mentoring and coaching

The impact of a changing world on the future of work: Learn about the skills and the behaviours you need to remain competitive

Your role as a leader and how to future-proof your organisation’s people strategies against change

Lynda Gratton has worked with companies around the world to draw up a picture of the Future of Work. She is also a Professor of Management Practice at London Business School where she teaches ‘Human Resource Strategy in Transforming Companies’ – considered the world’s leading program on human resources. Her 2012 book, The Shift, analyses the impact of the changing world on corporate practices and processes and on leadership.

Gratton has a natural knack for recognising key trends and identifying the ways in which businesses can respond to them in order to remain dynamic, innovative and competitive. Over the course of her career, Gratton founded the Hot Spots Movement and since 2008 has led the Future of Work Research Consortium which brings together executives from more than 100 companies both virtually and on a bespoke collaborative platform.

In her publications, Gratton has written extensively about the interface between people and organizations and has forecasted what work will look like in the future and how corporations should adapt their work practices. In 2012, The Shift received the best book of the year in Japan and has been translated into more than 15 languages. In 2015, The Key won the CMI Management Book of the Year. Her most recent publication in 2017, The 100 Year Life, was shortlisted for the FT Business Book of the Year, became the best selling book in Japan and has been translated into 15 languages. 

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Juan Enríquez is one of those unique individuals who lives in the future and works on the cutting edge of discovery. He was the Founding Director of the Harvard Business School Life Sciences Project, is an active investor in early-stage private companies in the life sciences sector, and is one of the world’s leading authorities on the uses and benefits of genomic research.

The cofounder of Synthetic Genomics, a company that applies genomics to develop innovative solutions for issues of global impact like health, nutrition, water production and the environment, currently Enríquez is the Managing Director of Excel Venture Management. He is the former Director of the Harvard Business School Life Sciences Project and author of the global bestsellers *The Future Catches You: How Genomics & Other Forces Are Changing Your Life*, *Work, Health & Wealth* and *The United States of America: Polarization, Fracturing, and Our Future*, which explores why some countries succeed while others disappear. His most recent publication as a co-author is *Evolving Ourselves: How Unnatural Selection and Nonrandom Mutation are Changing Life on Earth*, which offers a vision of how humans are changing the course of evolution.
The dramatic shift in the competitive landscape of the last ten years - and the management challenges they present

Why the greatest threats to firm performance are not commercial issues but social issues

The key leadership behaviours individuals should adopt in order to harness the opportunities created by major social challenges

How leaders can help their organisations and communities adapt, survive and thrive

Professor Ian Williamson is the Pro-Vice Chancellor and Dean of the Business School at Victoria University, Wellington (New Zealand) and Research Fellow of the Melbourne Business School (Australia). Prof. Williamson’s research focuses on how the development of effective “talent pipelines” can enhance organisational and community outcomes.

Williamson has worked with executives in over 20 countries across six continents helping organisations understand how human and social capital influences firm operational and financial outcomes, talent management in the context of new ventures and growth-oriented firms, the role of human resource practices in driving firm innovation and the impact of social issues on firm outcomes.

Ian is the recipient of numerous awards including the Academy of Management Human Resource Division best paper award and the Academy of Management Best Practices Mentoring Award. Ian has also provided consulting services for a wide range of organizations such as ANZ, Etihad Airlines, McCormick & Company, Melbourne Water, PWC, Lockheed Martin and NAB among many others.
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