

WOBI USA Media Kit



About

Organized and curated by WOBI each year in cities across the Americas, Europe, and Asia. World Business Forum is a two-day event that brings together thousands of restless minds united by their passion for business.

They come to learn from and be inspired by some of the world's most renowned figures from business and beyond - a blend of content comprised of CEOs, entrepreneurs, innovators, thinkers, artists, and sportspeople.

In a world of information overload, the World Business Forum focuses on the issues most relevant to today's business people, stimulating new thinking and inspiring action. It also provides a unique networking environment to connect with like-minded professionals.

Events

World Business Forum New York

November 20-21, 2019

David H. Koch Theater at Lincoln Center

World Business Forum Miami

June 10-11, 2020

Miami Beach Convention Center

Press Releases

May 29, 2019

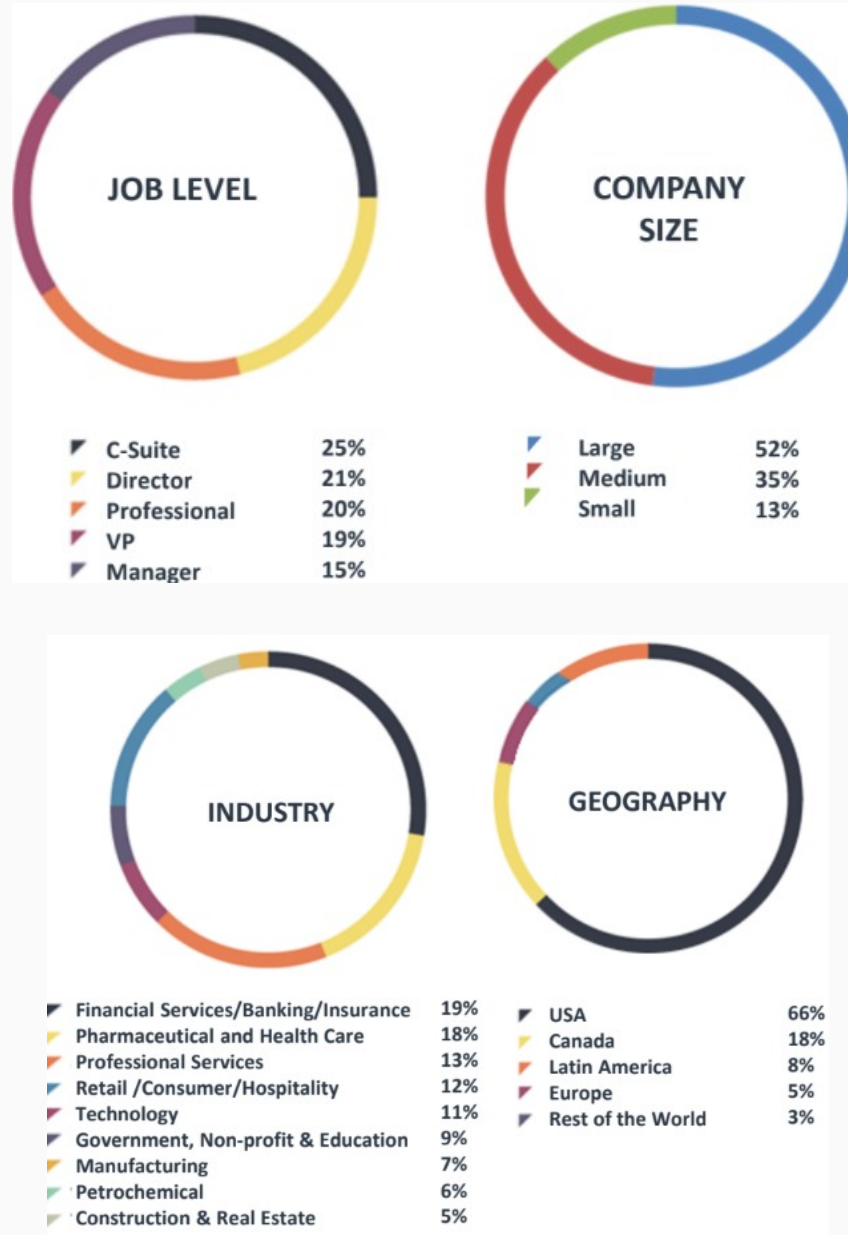
World of Business Ideas (WOBI), the leader in management and leadership content, is pleased to announce Simon Sinek, will be among the keynote speakers at this year's World Business Forum New York taking place on November 20 – 21, 2019. [Read More](#)

October 2, 2018

World of Business Ideas (WOBI), the leader in management and leadership content, is pleased to announce the 15th Annual World Business Forum NYC, which takes place on November 14th and 15th at the Lincoln Center. [Read More](#)

WBF Attendee Profile

The World Business Forum attracts over 1,500 senior executives, representing companies of all sizes and a diverse range of industries.



Testimonials

"The reason I come - and why I keep coming - is because I feel part of something. People are getting an education here. It's always exciting to be part of an intellectual movement and I feel like that's what's going on here"

Malcolm Gladwell - Speaker

"I've spoken at many WOBI conferences around the world. I love the number of other speakers that they bring, the number of new business leaders I get to meet, and the emphasis on the cutting edge and innovative ways to build sustainable success at every business level"

Arianna Huffington- Speaker

"I thoroughly enjoyed the event. The speakers were insightful, creative, provoking and gave much to ponder upon."

Chris Hamman - Genentech

"I've been amazed and pleasantly surprised by the high quality of the speakers, these are world-class speakers. The best speakers I have ever seen back to back, day after day, and I'm so glad I'm here."

David Fessell - University of Michigan

"The World Business Forum is a unique platform for the Lufthansa Group to connect and engage high-level decision-makers. The exclusive, high-quality event and attendees ensure our networking and brand stay focused on our core audience."

Lufthansa Group - Event Sponsor

"Acertitude chose to sponsor the event for a couple of reasons. First of all, the quality of the speakers. Where else do you get an amazing collection of minds, who are literally doing research and changing the world and their thinking? Then, you couple that, you bring a group of 2,000 people. These are the restless minds, the ones who are hungry to be that change in the world and bring these ideas to their businesses. The Incubator that's created here is just extraordinary "

Kevin O'Neill - Acertitude

Social
Media

Facebook

Total Followers - 100,000+
Monthly Reach - 240,000+
Monthly Unique Visitors - 17,000+



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LinkedIn

Total Followers - 25,000+
Monthly Page Views - 4,000+
Monthly Unique Visitors - 2,000+



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Instagram

Total Followers - 9,500+
Monthly Impressions - 65,000+



@wobi.wbf

Twitter

Total Followers - 21,000+
Monthly Impressions - 65,000+



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#WBFNYC

#WBFMIAMI

Website Traffic

Monthly Page Views - 30,000+
Monthly New Users - 13,000+
Monthly Sessions - 16,600+

Marketing Emails

Email Contacts - 550,00+
Avg. Open Rate - 16.85%
Avg. Click Rate - 3.41%

Content Newsletters

Email Contacts - 40,000+
Avg. Open Rate - 23.65%
Avg. Click Rate - 1.24%%

Print Distribution

Direct Marketing Mailed
Annually - 1M+

Media Assets



[Logos Gallery >](#)



[2018 Event Gallery >](#)

In the Press

Press Mentions

- CEO Magazine - [Ranked #1 Leadership Conference](#)
- Forbes - [Top Leadership Conferences for 2018](#)
- The Muse - [The Best Conference to Attend this Year](#)
- The Enterprisers Project - [Business Leadership Conferences Worth Exploring in 2019](#)
- ThinkAdvisor - [Daniel Kahneman: Your Intuition Is Wrong Unless These 3 Conditions Are Met](#)
- Business Insider - [A Nobel Prize-Winning Psychologist Says The Most Successful Decision-Makers Know How to Use Their Gut Feelings In a Way The Rest of Us Don't](#)
- Inc. - [How Experts Make Smart Decisions Fast](#)

FAQ

What does WOBI stand for?

WOBI stands for the World of Business Ideas - in business for 25 years with the aim of creating a transformational experience to inspire people and organizations with actionable ideas.

Where are the events held?

- New York City, USA - 20-21 November 2019
- Sydney, Australia - 27-28 May 2020
- London, UK - 1-2 June 2020
- Munich, Germany - 3-4 June 2020
- Bogota, Colombia - 8-9 2020
- Miami, USA - 10-11 2020
- Miami, USA - 10-11 2020
- Lima, Peru - 14-15 October 2020
- Mexico City, Mexico - 21-22 October 2020
- Milan, Italy - 27-28 October 2020
- Madrid, Spain - 17-18 November 2020

Who are the speakers for the USA?

New York

- [Jim Collins](#) on leadership
- [Simon Sinek](#) on management
- [Janet Yellen](#) on the global economy
- [Gary Hamel](#) on strategy
- [Randi Zuckerberg](#) on digital transformation
- [Marcus Buckingham](#) on performance
- [Zoe Chance](#) on marketing
- [Hal Gregersen](#) on innovation
- [Ian Williamson](#) on people
- [Kory Kogon](#) on productivity

Miami

- [Simon Sinek](#) on Talent
- [Alan Mulally](#) on Leadership
- [Arianna Huffington](#) on Performance
- [Gary Hamel](#) on Innovation
- [Amy Webb](#) on Technology
- [Daniel Lamarre](#) on Creativity
- [Martin Lindstrom](#) on Marketing
- [Charlene Li](#) on Digital Transformation
- [Ian Williamson](#) on Strategy

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JLL is a leading professional services firm that specializes in real estate and investment management. Our vision is to reimagine the world of real estate, creating rewarding opportunities and amazing spaces where people can achieve their ambitions. In doing so, we will build a better tomorrow for our clients, our people and our communities.



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