

12-13 November
2024

Centro de convenciones Norte,
IFEMA

World
Business
Forum



MADRID

Connecting Visionaries & Transforming Leaders

WOBI
Inspiring Ideas

What is the World Business Forum?

A two-day event that brings together thousands of senior-level decision makers from across all organisations to learn from some of the world's most renowned business figures.

Offering a unique blend of ideas and inspiration, the World Business Forum focuses on the issues most relevant to today's businesspeople, stimulating new thinking and motivating action.



**Inspiring
keynote sessions**

**Actionable
ideas**

**Unique
networking
opportunities**



+1200

Senior
Executives



+350

Companies



2023 STATISTICS

98%

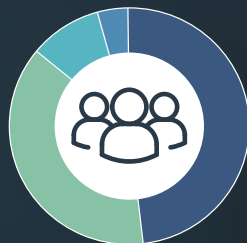
of our attendees would attend again

96%

of them would recommend the event to a colleague or a friend

BREAKDOWN BY TITLE CATEGORY

- ◆ 48% Director
- ◆ 38% CEO/General Manager/President
- ◆ 10% Manager
- ◆ 4% Other



BREAKDOWN BY DEPARTMENT

- ◆ 33% Top Management/Other
- ◆ 30% Other
- ◆ 10% Marketing & Communication
- ◆ 9% Sales / Commercial
- ◆ 6% Accounting & Finance
- ◆ 4% Operations
- ◆ 4% Human Resources
- ◆ 2% Information Technology
- ◆ 2% Legal / Risk / Compliance



BREAKDOWN BY INDUSTRY

- ◆ 16% Chemicals & Pharmaceuticals / Health
- ◆ 15% Financial Servicing / Banking / Insurance
- ◆ 13% Consumer Products & Services
- ◆ 11% Manufacturing
- ◆ 11% Professional Services / Consulting
- ◆ 10% Business Services (B2B)
- ◆ 7% Logistics Management
- ◆ 5% Automotive
- ◆ 5% Oil & Energy
- ◆ 4% Travel, Hotel & Hospitalit
- ◆ 3% Education



CRISIS MANAGEMENT & DECISION MAKING

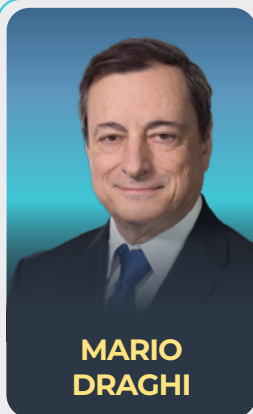
President of the European Central Bank (2011-2019) and Prime Minister of Italy (2021-2022). Prior to 2011, Dr. Draghi served as Governor of the Banca d'Italia and Chairman of the Financial Stability Board.

Leadership and uncertainty: an approach for leading in times of crisis

Comprehending the geopolitical, economic, and cultural pressures that must be addressed to continue strengthening Europe's global influence

Taking the steps necessary to increase Europe's economic growth potential

From China to the US, from Ukraine to the Middle East: implications of a changing world order for businesses and beyond



ARTIFICIAL INTELLIGENCE

Head of the Artificial Intelligence Innovation Network Research Center at Warwick Business School. Before her academic career, she spent seven years as a strategy consultant, specializing in growth and innovation strategies in various industries.

Risks and opportunities of integrating AI into complex decision environments

Strategies for fostering innovation, productivity and creative problem-solving with AI

How general AI impacts on creativity and innovation among high-skilled professionals

AI in Research and Development: catalyzing a paradigm shift in innovation, quality and results



SELF-MANAGEMENT

Entrepreneur, philanthropist and author and star of the book and film *The Pursuit of Happiness*. He is also the author of *Start Where You Are: Life Lessons in Getting from Where You Are to Where You Want to Be*.

From living on the street to working on Wall Street: on surmounting obstacles and beating the odds

Transforming the impossible into the possible: what self-empowerment means and how to achieve it

The keys to breaking cycles and opening up new opportunities

Philosophies on navigating tumultuous times and creating a fulfilling, successful life



DIVERSITY & INCLUSION

Leading authority on organizational performance and diversity, and an Associate Professor of Management at Columbia Business School. Before becoming an academic, Akinola was the head of diversity at Bain & Co.

Strategies that organizations can employ to increase the diversity of their talent pool

The biases that affect the recruitment and retention of women and people of color in companies

How organizational environments can engender stress and the impact on individual and organizational performance

Building businesses that increase employees' productivity, enhance their creativity, and improve health outcomes



LEADERSHIP

World's leading expert on organizational trust, author and ex-CEO of Covey Leadership Center. Covey personally led the strategy that propelled his father's book, Dr. Stephen R. Covey's *The 7 Habits of Highly Effective People*.

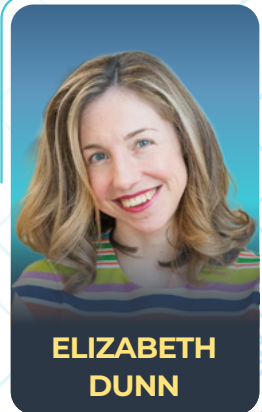
- Why the old rules of leadership no longer apply
- Trust and Inspire: a comprehensive framework for an alternative to command and control
- How trust and collaboration will be the foundation of the future of work
- Revealing the fundamental beliefs of a trusted and inspiring leader



TALENT

Professor of Psychology at the University of British Columbia and a leading expert on the study of how time, money, and technology shape human happiness. She is also the co-author of the acclaimed book *Happy Money: The Science of Happier Spending*.

- How we can increase employee happiness in a time of ever-changing workplace structures
- Science-backed strategies for creating strong workplace connections
- Why strong personal connections create an enduring resource for the organization especially in more difficult times
- How artificial interactions affects our feelings of happiness and social connection
- How to balance technology and human touch, an essential skill for organizations incorporating AI tools in their strategy



STRATEGY

Professor at IESE Business School and expert on organizational therapy, Huete has worked as a consultant in over 800 companies in more than 70 countries. He is the author of *Servicios y Beneficios*, *Clienting*, and *Construye tu sueño 2.0*.

Companies are living systems: the need of “vitamins” to boost their vitality and “vaccines” to stimulate their immune systems

The importance of diversity in teams for complex decision-making: strategies for effective collaboration

Invincibles in execution: how to align organizational structure, leadership, and culture with strategy

Reshaping the dynamics and formats of executive committees



HIGH PERFORMANCE

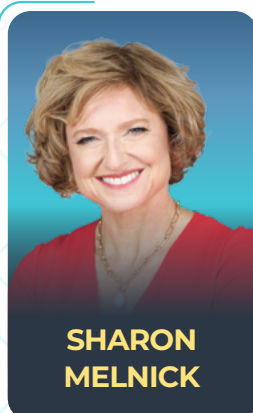
Business psychologist, executive coach, CEO of Horizon Point Inc, and global authority on resilience and power. She has worked with esteemed institutions such as the U.S. White House, United Nations, and West Point Military Academy.

Introducing the three Power Portals: abilities that let you transform intractable situations into win-win solutions

How to be strategic rather than reactive when faced with moments of stress and tension

How to engage resistant colleagues and team members to cooperate in solving joint problems

What it takes to stay in a state of mental and emotional clarity, and connected to the mission of your organization and life



LINE-UP

Centro de Convenciones Norte IFEMA

World
Business
Forum | 
MADRID

Tuesday

12

November
2024

9:30 - 11:00 (90')

HILA LIFSHITZ-ASSAF

Artificial Intelligence

11:00 - 11:45 (45')

Coffee break

11:45 - 13:00 (75')

SHARON MELNICK

High Performance

13:00 - 14:15 (75')

LUIS HUETE

Strategy

14:15 - 15:45 (90')

Lunch

15:45 - 16:45 (60')

MARIO DRAGHI

Crisis Management & Decision Making

16:45 - 18:00 (75')

Networking Cocktail

Wednesday

13

November
2024

9:30 - 11:00 (90')

STEPHEN M.R. COVEY

Leadership

11:00 - 11:45 (45')

Coffee break

11:45 - 13:00 (75')

MODUPE AKINOLA

Diversity & Inclusion

13:00 - 14:15 (75')

ELIZABETH DUNN

Talent

14:15 - 15:45 (90')

Lunch

15:45 - 16:45 (60')

CHRIS GARDNER

Self - Management

16:45 (15')

Forum Closure

*Line-Up subject to change.

SPECIAL OFFER

World
Business
Forum



Valid until February 23rd, 2024

INCLUDES

	GOLD	PLATINUM
Welcome Kit	◆	◆
Access to the event	◆	◆
Simultaneous Translation	◆	◆
Attendee Certificate	◆	◆
Coffee Break	◆	◆
Networking cocktail	◆	◆
Lunch		◆
Preferential Seating		◆

2.400€ + IVA

7.200€ + IVA

12.000 + IVA

GOLD
Ticket

3.000€ + IVA

9.300€ + IVA

15.000 + IVA

PLATINUM
Ticket

WORLDWIDE

World
Business
Forum



The Best of World Business Forum Worldwide 2023

Spread Ideas & Inspiration throughout your organization

Relive **the best of the World Business Forum 2023** globally and inspire your organization with the actionable ideas for this 2024

A unique on demand program with the most relevant insights and innovative perspectives shared by world renown business thought leaders



Michael Phelps

The most successful Olympian of all time



Indra Nooyi

Transformational leader and former CEO of PepsiCo



Amy Cuddy

Social Psychologist, former Professor at HBS and bestselling author



Francis Ford Coppola

One of the greatest directors and filmmakers of all time



Carla Harris

One of the most powerful women in finance



Marshall Goldsmith

The world's leading Executive Coach

And many more...



WORLDWIDE

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Business
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SPREAD IDEAS & INSPIRATION THROUGHOUT YOUR ORGANIZATION

Learn more

For Individuals
550€+VAT

WHAT IS INCLUDED:

- Access for one user
- Access to our 2 hour broadcast
- 30 days access to the on-demand recordings

Prices only available until February 23rd, 2024

World Business Forum Madrid 2024

November 12 & 13, 2024 | Centro de Convenciones Norte, IFEMA



WBF/MADRID/ONLINE/2024

1 PLATINUM TICKET:
1.645€ + VAT

Nº _____

3 PLATINUM TICKETS:
4.645€ + VAT

Nº _____

5 PLATINUM TICKETS:
7.245€ + VAT

Nº _____

1 GOLD TICKET:
1.345€ + VAT

Nº _____

3 GOLD TICKETS:
3.745€ + VAT

Nº _____

5 GOLD TICKETS:
5.745€ + VAT

Nº _____

For **550€ + VAT** enjoy
the Best of WBF23
Best of WBF 2023

Personal details

SURNAME: _____ NAME: _____

COMPANY: _____ JOB TITLE: _____

TELEPHONE: _____ E-MAIL: _____

Invoice details

BUSINESS NAME: _____ TELEPHONE: _____

ADDRESS: _____ ZIP CODE: _____

CITY: _____ PROVINCE: _____ COUNTRY: _____

VAT: _____

REGISTERED MAILING ADDRESS: _____ UNIQUE RECIPIENT CODE: _____

Billing contact

SURNAME: _____ NAME: _____

TELEPHONE: _____ E-MAIL: _____ PO: YES NO

Terms of payment

PAYMENT DATE: _____

CREDIT CARD NUMBER: _____ EXPIRE DATE: _____ CVC: _____

CREDIT CARD HOLDER: _____ VISA MASTERCARD AMERICAN EXPRESS

Bank transfer to Management Focus S.A., addressed to CAIXABANK. Account number **IBAN ES66 2100 1898 9502 0028 2143**
Please indicate the company name when making the transfer, as it appears on this voucher.

In order to participate in this event, it is compulsory to fill this form correctly and send it to Management Focus S.A. before the expiration date of the offer. In order to attend this event, full payment must be made. Cancellations will be accepted with 180 days' notice prior to the event, in which case, the total invoice will be refunded except for management fees (€350 per pass). After 180 days, the amount may be exchanged for other products. If you are unable to attend, you have the option of choosing a substitute attendee, giving us the new details 15 days in advance. This pass is personal and non-transferable.

CANCELLATION POLICY: If the purchaser wishes to cancel the purchase of their tickets for any other reason, Management Focus S.A. will process the refund, according to the following two conditions:

- 1) the purchaser must request it in writing within 45 days of purchase.
- 2) the request must be submitted at least 180 days prior to the date of the event. If both conditions are met, the purchaser will receive a refund. The purchaser will still be charged 350 euros on the cost of each ticket, for administrative expenses.

BASIC INFORMATION ON DATA PROTECTION: MANAGEMENT FOCUS, S.A. informs you that the personal data provided will be processed for the purpose of managing the registration and participation in the requested event and, if ticking the box provided below you'll authorize us to send you commercial information about our products and services. The legal basis for the processing of your data is the correct execution of the contract and, for commercial communications, the consent requested.

Your personal data will not be passed on to third parties, in compliance with legal obligation, and will be retained for as long as there is a mutual interest and you do not object to the processing. You may withdraw your consent to receiving our commercial communications at any time thereafter and exercise your rights of access, rectification, deletion, opposition, limitation of processing and data portability by writing to MANAGEMENT FOCUS, S.A. at the postal address Calle Ochandiano 8, 2ª planta, C.P. 28023 de Madrid, or at the e-mail address info.es@wobi.com.

In particular, you are informed of your right to lodge a complaint with the Spanish Data Protection Agency (www.agpd.es) if the data processing does not comply with the regulations in place or you if you are not satisfied with the exercising of your rights.

Id like to know more about our Privacy Policy, please visit our website <https://www.wobi.com/privacy-policy/>

I wish to receive information about WOBİ products and services.

Please read the data protection information provided at the end of this document before signing.

Signature and stamp _____

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