

2004-2008

Celebrating  
**five years**  
of inspiring  
thought leadership

**HSM**  
Inspiring Ideas

Exclusive message for

**WORLD BUSINESS FORUM**

clients



**Adecco**

**XEROX**

United  
Technologies

**POLYCOM**

**DELTA**

World Business Forum

Alan Greenspan

Chairman and CEO  
Federal Reserve Bank of Atlanta

**Fidelity**

**HOOVER'S**

**Novell**

**WPM**  
WORLD MANAGEMENT

**RESE**

This year HSM was proud to celebrate **the fifth anniversary of the World Business Forum.**

Over the past five years, World Business Forum has been setting the business agenda, bringing the world's leading business, political and academic figures together to discuss the most critical issues of the day.

Since its inception in 2004, the event has established itself as the **leading international symposium for the business community** and in 2008 it was recognized in a survey of CEOs as the best global forum in the US.

As a previous World Business Forum participant, your support has been critical in helping to make this possible. **We would like to thank you for being a part of the World Business Forum experience,** for your investment in knowledge and for your commitment to the power of ideas.

In recognition of your status as a valued World Business Forum client, we want you to be among the first to know about the exciting early speaker line-up for World Business Forum 2009 and to bring you an **exclusive benefit** if you participate in next year's event: the **Limited Edition 5-Year WBF Celebration DVD.**

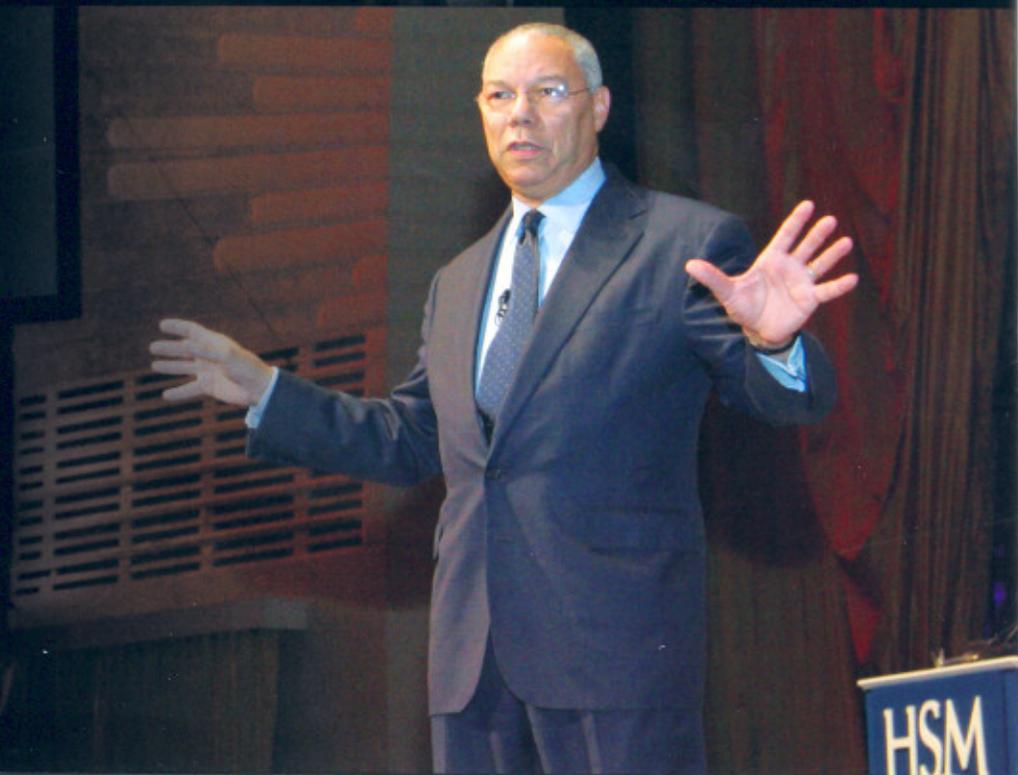
We invite you to register for the World Business Forum 2009 and to be part of another unforgettable two-day learning experience.

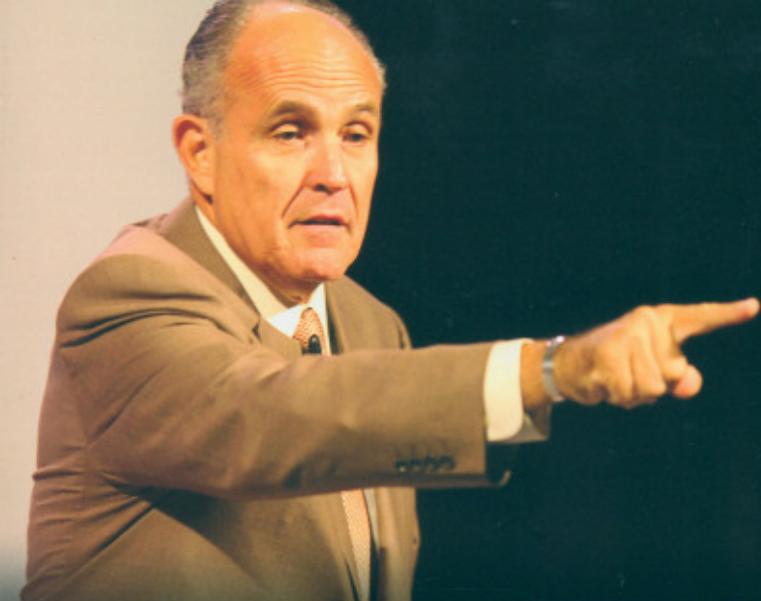
PATRICIA MEIER  
CEO HSM — INSPIRING IDEAS

**BILL  
CLINTON**  
2004



**COLIN  
POWELL**  
2005



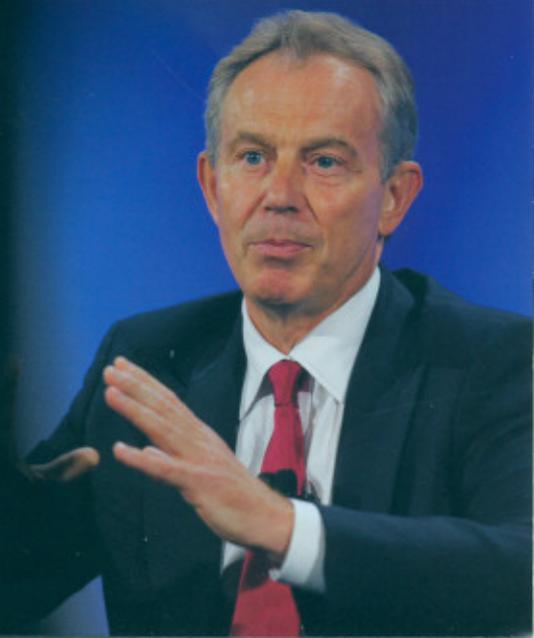


RUDY  
GIULIANI  
2007



ALAN  
GREENSPAN  
2006

5 years  
of global  
leaders



TONY  
BLAIR  
2008



PHILIP  
KOTLER  
2004

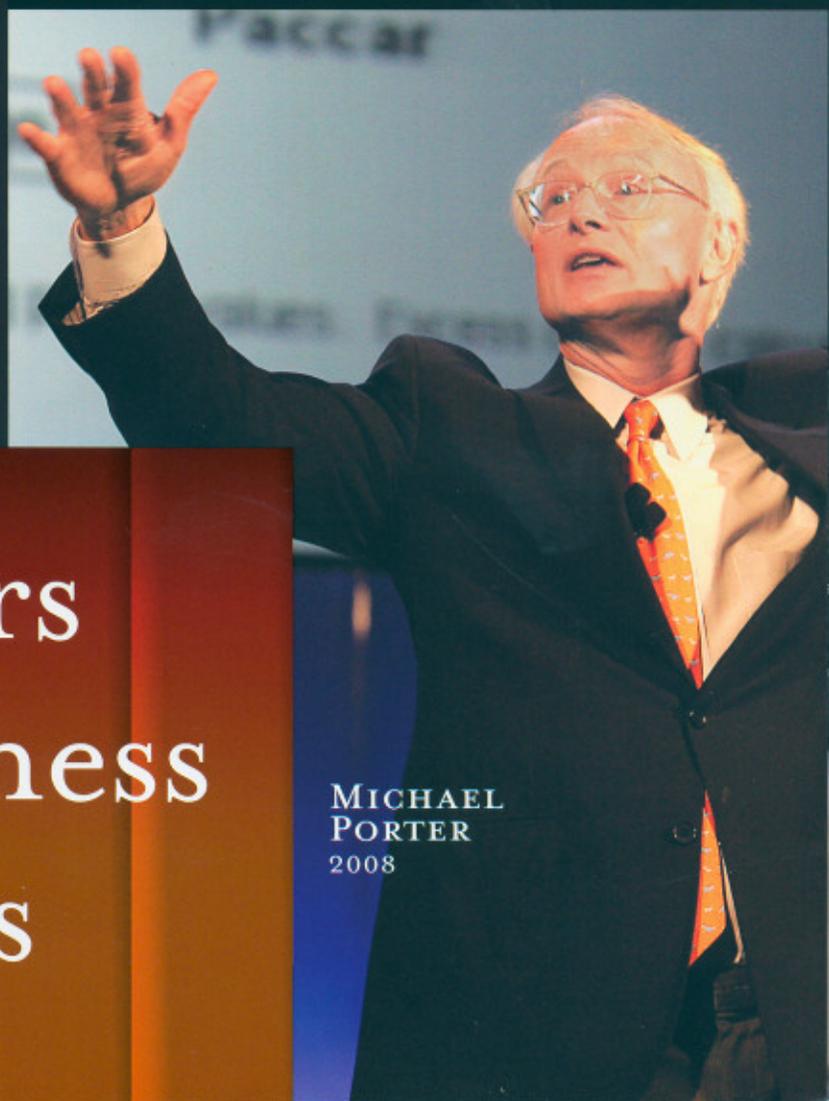
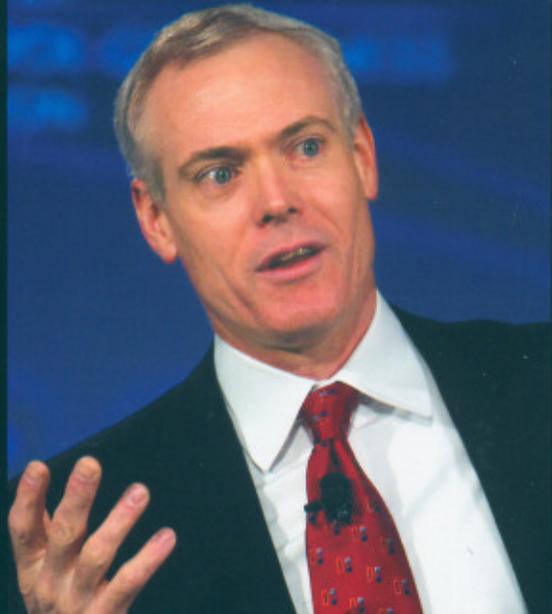
CHRIS  
ANDERSON  
2007



TOM  
PETERS  
2005



JIM  
COLLINS  
2006



MICHAEL  
PORTER  
2008

5 years  
of business  
icons

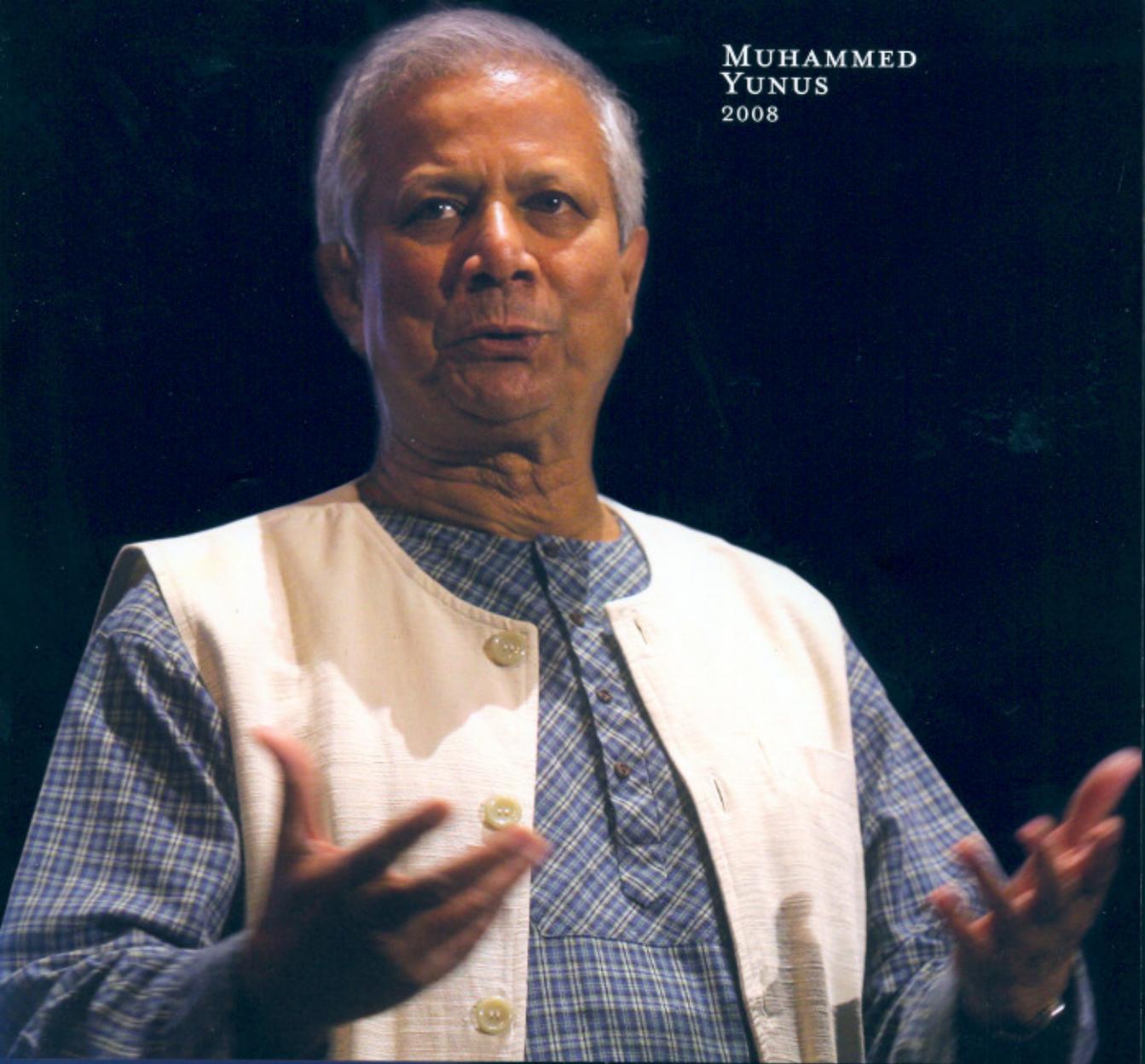
# 5 years of brilliant minds



JEREMY  
SIEGEL  
2004



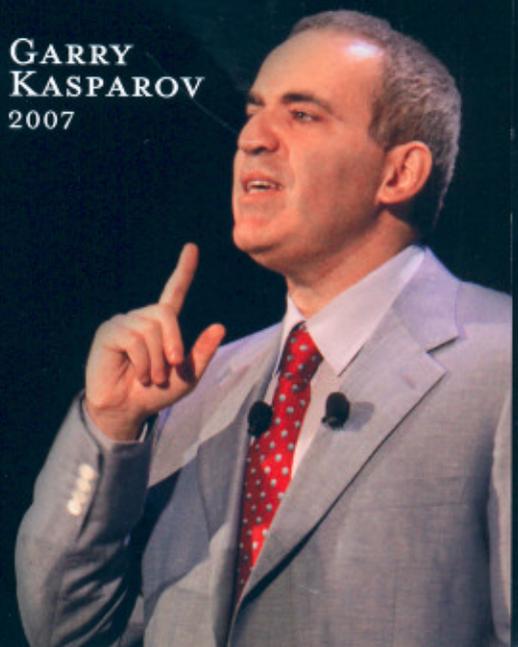
C. K.  
PRAHALAD  
2005



MUHAMMED  
YUNUS  
2008



RENÉE  
MAUBOURGNE  
2006



GARRY  
KASPAROV  
2007

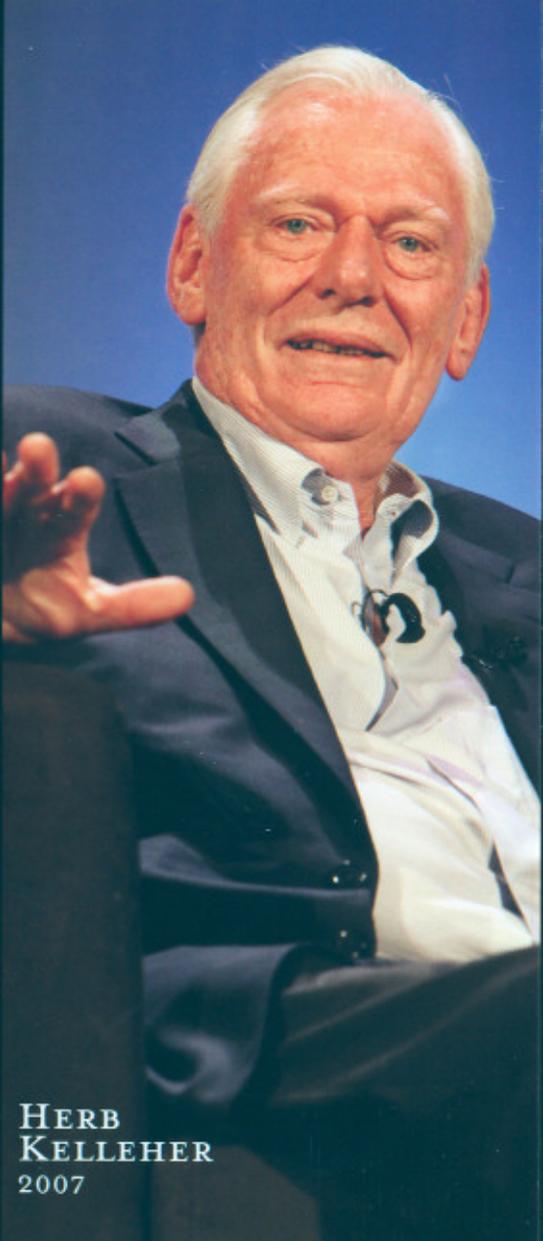


LOU  
GERSTNER  
2004

RICHARD  
BRANSON  
2005



JACK  
WELCH  
2006



HERB  
KELLEHER  
2007



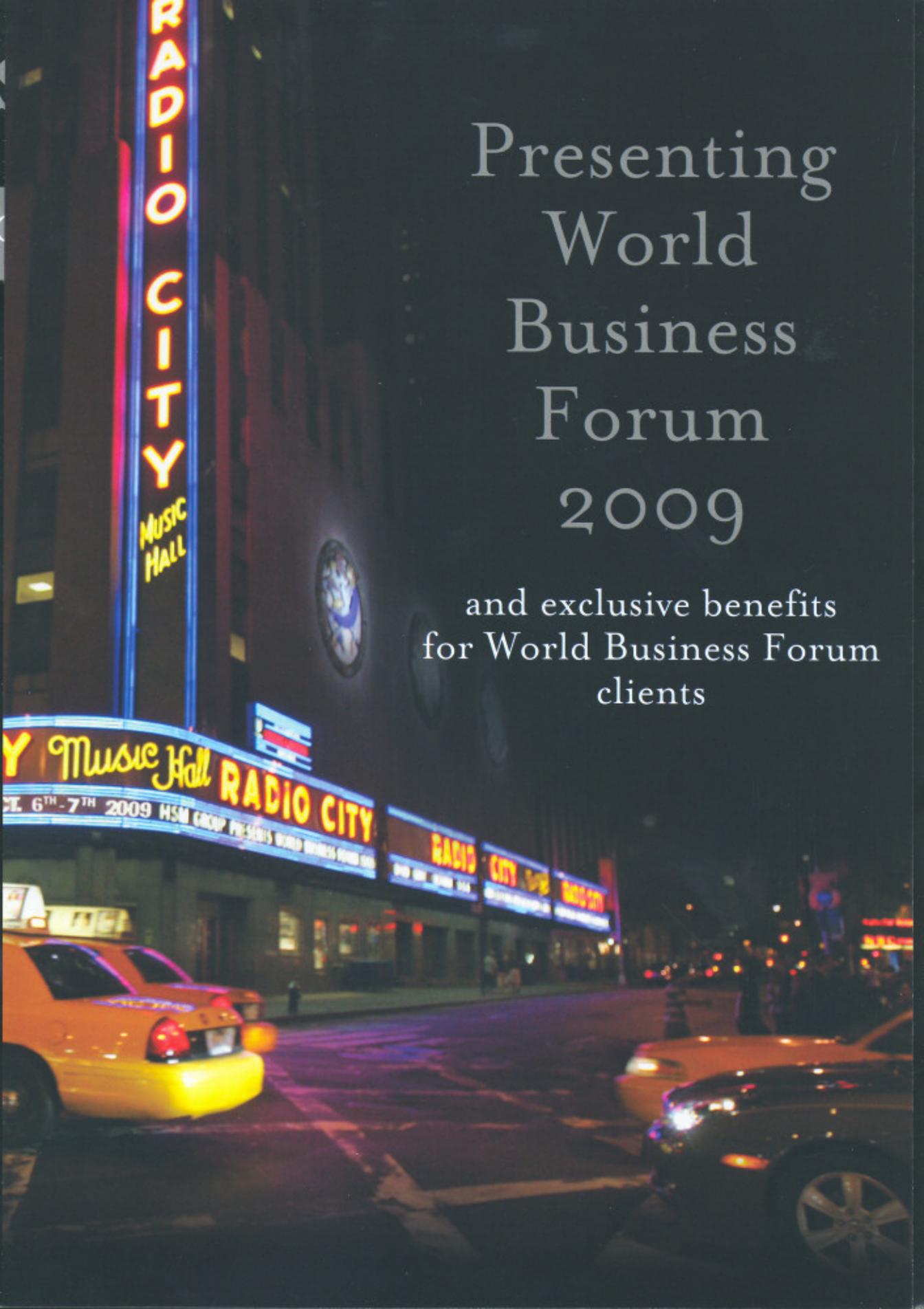
JOHN  
CHAMBERS  
2008

5 years  
of legendary  
CEOs



MUSIC HALL

Radio City  
RADIO CITY  
KOBAL GROUP PRESENTS WORLD BUSINESS FORUM 2

A photograph of the Radio City Music Hall building at night. The building is illuminated with bright neon signs. A tall vertical sign on the left side of the building reads "RADIO CITY" in large, glowing letters, with "MUSIC HALL" written in smaller letters below it. A curved sign at the base of the building also features the "RADIO CITY" logo and "MUSIC HALL". The street in front of the building is dark, with a few cars visible, including a yellow taxi in the foreground. The overall scene is a vibrant urban night scene.

Presenting  
World  
Business  
Forum  
2009

and exclusive benefits  
for World Business Forum  
clients

October 6, 2009

**JACK WELCH**  
& EXECUTION

**GARY HAMEL**  
& STRATEGY &  
INNOVATION

**T. BOONE PICKENS**  
& A CONVERSATION  
ON ENERGY  
DEPENDENCE



Jack Welch is the most admired CEO in the world; his 20 years at the helm of General Electric transformed the company's performance. Welch has been named "Manager of the Century" by *Fortune*, "Most Admired CEO" of the past 20 years by *Chief Executive* magazine readers, and the "World's Greatest Leader Today" in a *Fast Company* magazine survey.

Gary Hamel is one of the world's leading business strategy experts. His groundbreaking concepts have transformed management practices around the world, while landmark books such as *Competing for the Future* and *Leading the Revolution* have become global best-sellers. Hamel is a visiting professor at the London Business School, where he is currently leading an effort to build the world's first Management Innovation Lab.

A sought-after oil and gas industry expert, T. Boone Pickens is the founder of Mesa Petroleum, one of the largest and most well known independent exploration and production companies in the United States. Coined the "Oracle of Oil" by CNBC, Boone Pickens pursues a wide range of other business interests, including water marketing and wind power.

# World Business

**JEFFREY SACHS**  
& ECONOMICS FOR  
A CROWDED PLANET



Jeffrey Sachs is widely recognized as one of the world's most influential economists. He is the Director of the Earth Institute at Columbia University. An advisor to governments all over the world, between 2002 and 2006 he was Director of the UN Millennium Project and is currently a research associate at the National Bureau of Economic Research.

**IRENE ROSENFELD**  
& LEADING  
TRANSFORMATIONAL  
CHANGE



Irene Rosenfeld is Chairman and CEO of Kraft Foods. A 26-year veteran of the food and beverage industry, Rosenfeld has a long history of bringing a consumer focus and innovation to building businesses. She is ranked #2 in *Fortune's* "Most Powerful Women in Business."

**MICHAEL  
PHELPS**  
& HIGH PERFORMANCE



American swimmer Michael Phelps is the record-holder for the most gold medals won at a single Olympic Games. He returned home from the Beijing Olympics with eight gold medals, setting new world records in four of his five individual races.

October 6-7, 2009.

# s Forum 2009

October 7, 2009

**PATRICK LENCIONI**  
& BUILDING  
WINNING TEAMS



Patrick Lencioni is founder and president of The Table Group, Inc., a management consulting firm specializing in executive team development and organizational health. Described by Ken Blanchard as "fast defining the next generation of business thinkers," Lencioni is a best-selling author of six business books, including *The Five Dysfunctions of a Team* and *Silos, Politics and Turf Wars*.

**BILL CONATY**  
& TALENT  
MANAGEMENT



An HR and talent-management innovator, during his 40 years in General Electric Bill Conaty developed a new role for human resources in his role as Senior VP of Corporate HR. Conaty is widely seen as one of the biggest influences behind the company's current status as a leader in talent development.

**ANTOINE  
VAN AGTMAEL**  
& EMERGING  
MULTINATIONALS

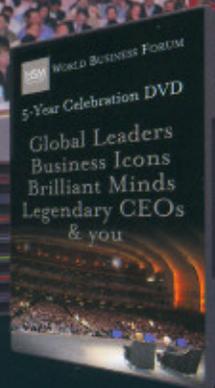


Known around the world as the author who coined the term "emerging markets" and a pioneer in investments in these areas, Antoine van Agtmael will chair sessions with business leaders from a new breed of best-in-class multinationals.

Radio City Music Hall®

Limited Edition

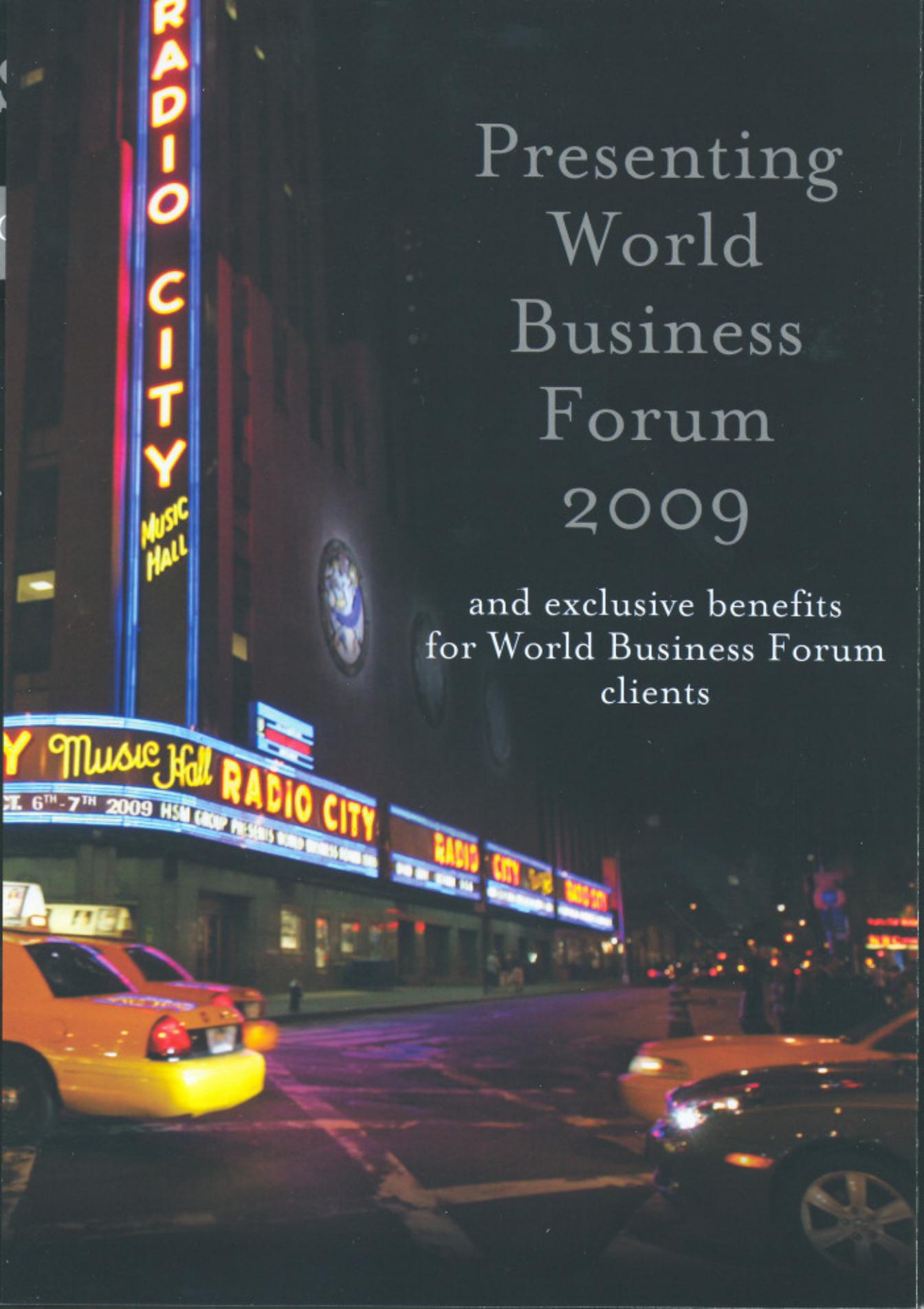
## 5-Year World Business Forum Celebration DVD



### Relive the best of the World Business Forum

All World Business Forum clients who register for next year's program by December 5<sup>th</sup> will receive an exclusive DVD featuring highlights from the past five years' Forums; **inspiring ideas, crucial concepts and memorable moments** from the icons who have graced the Radio City Music Hall® stage, plus **exclusive off-stage interviews with key figures.**

This is an invaluable and unparalleled record of the thinking that has defined our world over the past five years and that is shaping what our world will look like in the next five and beyond.

A photograph of the Radio City Music Hall at night. The building is illuminated with bright neon signs. A tall vertical sign on the left corner reads "RADIO CITY" in large letters, with "MUSIC HALL" written in smaller letters below it. A horizontal sign along the top of the building also reads "RADIO CITY" and "MUSIC HALL". Below this, a smaller sign mentions "OCT. 6TH-7TH 2009 HSM GROUP PRESENTS WORLD BUSINESS FORUM". The street in front of the building is dark, with a yellow taxi cab and a dark car visible. The overall scene is vibrant with city lights and neon colors.

Presenting  
World  
Business  
Forum  
2009

and exclusive benefits  
for World Business Forum  
clients



# Schedule

WEDNESDAY, OCTOBER 6

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JACK WELCH  
& Execution

GARY HAMEL  
& Strategy & Innovation

T. BOONE PICKENS  
& A Conversation on Energy Dependence

JEFFREY SACHS  
& Economics for a Crowded Planet

THURSDAY, OCTOBER 7

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IRENE ROSENFELD  
& Leading Transformational Change

MICHAEL PHELPS  
& High Performance

PATRICK LENCIONI  
& Building Winning Teams

BILL CONATY  
& Talent Management

ANTOINE VAN AGTMAEL  
& EMERGING MULTINATIONALS

More speakers to be confirmed shortly.  
For the latest program updates, visit [wbfny.com](http://wbfny.com)

# Special Offer

## SPECIAL OFFER

Exclusive for World Business Forum Clients

Regular Forum Price: \$2,800

**Before December 5<sup>th</sup>: \$1,690**

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## CORPORATE OFFER

Platinum Package (10 tickets): \$15,900 (save \$1,000)

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## VIP PASS:

Regular Pass Price: \$3,500

**Before December 5<sup>th</sup>: \$3,300**

Includes: Forum ticket and private lunches with speakers, premier seating and an exclusive VIP lounge.

*Limited Capacity*

Your purchase includes a copy of the Limited Edition 5-Year WBF Celebration DVD for each ticket you purchase. DVDs will be mailed on December 5<sup>th</sup>.

Payment must be received by December 5<sup>th</sup>, 2008 to receive this Special Offer.

### THREE WAYS TO REGISTER

Phone 866 711 4476 | 9 am - 6 pm EST

212 317 8454 (If dialing internationally)

Fax 212 308 6788

Online [wbfny.com](http://wbfny.com)

For more information, contact us at [info.us@hsmglobal.com](mailto:info.us@hsmglobal.com)



### **About HSM**

Founded in 1987, HSM is a multimedia company specializing in executive education. HSM brings together the world's top executives and thought leaders to analyze and debate the latest and most pressing issues in business, leadership, management, and the economy. Through conferences, print and audiovisual content, HSM generates new ideas and fresh thinking about the challenges facing business leaders today. HSM believes that knowledge is the critical driver for change and development. Visit [hsmglobal.com/us](http://hsmglobal.com/us) for more information.