

20&21

October 2020

David Geffen Hall, Lincoln Center

**World
Business
Forum**



THE INCREDIBLE
NOW

**General Colin
L. Powell,
USA (Ret.)**

United States Secretary
of State (2001-2005)



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**General Colin L.
Powell, USA (Ret.)**

Leadership

James Cameron

Performance

Lloyd Blankfein

Strategy

Sir Ken Robinson

Innovation

Lynda Gratton

Talent

Daniel Lamarre

Creativity

Rebecca Henderson

Sustainability

**Henry Timms &
Jeremy Heimans**

Marketing

Carla Harris

Management

World Business Forum

The world's most important gathering of senior executives.

It's about business.
It's about inspiration.





Dear Colleague,

Each year the World Business Forum provides a unique opportunity for senior executives from across the United States and beyond to learn from and be inspired by some of the world's most brilliant and influential business minds.

For anyone in a strategic leadership position in their organization, the forum offers an invaluable opportunity to get updated on key business and management trends, and to do so in the company of more than 2,500 other senior leaders.

Our 2020 program features fantastic speakers such as **General Colin L. Powell, James Cameron, Lloyd Blankfein, Sir Ken Robinson and Lynda Gratton.** Since announcing this year's event we have had incredible interest from organizations looking to secure the participation of their senior leadership teams. We would be delighted to have you and your colleagues join us too.

I look forward to welcoming you to the David Geffen Hall, Lincoln Center in October.

Yours faithfully,
Christopher Stanley



This is the moment. **The place is the World Business Forum.**

NOW

A unique time of unprecedented change. An unparalleled opportunity for development and growth.

NOW is the time we have to refocus our strategies and transform our operations.

NOW is the opportunity we have to create an enduring competitive advantage.

NOW is the space we have to **cultivate the unique creative**, human talent upon which our organizations are based.

It is urgent, powerful and **laden with potential**.

Join us at World Business Forum New York 2020 for a learning experience that will equip and inspire you to leverage the full possibility of the incredible **NOW**.

Thinkers, leaders, doers and change-makers, coming together to provoke, galvanize, embolden and excite.

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NETWORKING
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10 EXCEPTIONAL
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MORE THAN 2,500
ATTENDEES

500

REPRESENTING
MORE THAN 500
COMPANIES



General Colin L. Powell, USA (Ret.)

Leadership

United States Secretary of State (2001-2005)



James Cameron

Performance

One of the most influential and successful filmmakers of all time



Lloyd Blankfein

Strategy

Chairman & CEO
The Goldman Sachs Group, Inc (2006-2018)



Sir Ken Robinson

Innovation

One of the world's elite thinkers on creativity and innovation



Lynda Gratton

Talent

London Business School professor and expert on the future of work



Daniel Lamarre

Creativity

President and CEO of Cirque du Soleil Entertainment Group



Rebecca Henderson

Sustainability

Harvard Professor and foremost authority on sustainable business and innovation



Henry Timms & Jeremy Heimans

Marketing

Bestselling authors and pioneers in building digital movements



Carla Harris

Management

Managing Director at Morgan Stanley, bestselling author, and authority on motivation and change

General Colin L. Powell, USA (Ret.)

LEADERSHIP

UNITED STATES SECRETARY
OF STATE (2001-2005)

 @ColinPowellCCNY



General Colin L. Powell, USA (Ret.) is one of the most admired and respected leaders in America today. A man of intelligence, versatility and presence, Powell served as the first African-American chairman of the Joint Chiefs of Staff and was appointed Secretary of State by President George W. Bush—becoming, at that time, the most powerful African-American ever to hold office. A four-star general, Powell's numerous awards include two Presidential Medals of Freedom, and he is the author of his best-selling autobiography, *My American Journey*.

General Powell's second book, an instant *New York Times* best seller titled *It Worked For Me*, reveals the lessons that shaped his life and career. As someone who crafted and articulated the U.S. position on the world stage, Powell provides insight on efforts to stabilize a troubled world and the diplomatic and leadership skills needed to transform unstable regions into areas where societies and cultures flourish.

LEADERSHIP: TAKING CHARGE DURING TURBULENT TIMES

- 1** What it takes to be a leader: Strategies for "taking charge" during times of great change and great crises
- 2** How to remain focused when faced with multiple and competing priorities
- 3** Taking responsibility: The challenge of improving processes, organizations and people
- 4** The power of persuasion, reason, and building trust to achieve your leadership goals

James Cameron

PERFORMANCE

ONE OF THE MOST INFLUENTIAL
AND SUCCESSFUL FILMMAKERS
OF ALL TIME

 @JimCameron



James Cameron is a groundbreaking filmmaker whose work has been defined by its capacity to consistently push technological and creative boundaries. He has written and directed some of the largest blockbuster movies of the last 20 years including The Terminator, Aliens, The Abyss, Terminator 2: Judgment Day, Titanic, and Avatar. A winner of five Academy Awards, Titanic and Avatar are also two of the top three grossing films of all time. His fascination with technical developments has led him to important contributions in 3D filming, underwater filming and remote vehicle technology.

Cameron is also an accomplished deep-sea explorer. He has made 33 expeditions to the wreck of the Titanic and recently became the first person to make a solo expedition to the bottom of the Mariana Trench – the deepest known place on the planet. As the founder of Earthship Productions he has made important documentary films about ocean exploration and conservation.

LESSONS FROM A HOLLYWOOD PIONEER

- 1** Developing a pioneer's spirit: Facing and overcoming the challenges associated with breaking new ground
- 2** The evolution of storytelling: On developing powerful stories that capture people's imaginations
- 3** Nurturing award-winning performances: Keys to identifying talent and getting the best out of your people
- 4** How to effectively integrate new technologies in a way that amplifies rather than diminishes the human experience

Lloyd Blankfein

STRATEGY

CHAIRMAN & CEO THE
GOLDMAN SACHS
GROUP, INC (2006-2018)

 @lloydblankfein

Iconic global business leader and philanthropist, **Lloyd Blankfein** is a highly distinguished authority on global markets, finance and leadership. As Chairman and CEO of The Goldman Sachs Group from 2006 to September 2018, **Blankfein** led one of the largest and most respected investment banks in the world through the challenges of the financial crisis before repositioning the firm for success in the post-crisis world. He continues to serve as a member of the Goldman Sachs Management Committee and Board of Directors.

Joining Goldman Sachs in 1982 after working as an attorney, **Blankfein** was named partner in 1988 and became co-head of the Fixed Income, Currency and Commodities Division as of its formation in 1997. Prior to assuming the role of Chairman and Chief Executive Officer, he served as the firm's President and Chief Operating Officer. Blankfein was twice named one of the most influential people in the world by *Time* magazine and won the *Financial Times* *Person of the Year* award in 2009.



THE STRATEGIC CHALLENGES OF BUSINESS TRANSFORMATION

- 1** Leading business transformation in a disruptive, fast-changing and highly competitive environment
- 2** Insights into risk and decision making: Knowing when to move forward and when to draw back
- 3** On leadership and corporate culture: Building a partnership culture in a public company
- 4** Analysing the current state of the global economy: Reflections on potential headwinds and opportunities

Sir Ken Robinson

INNOVATION

ONE OF THE WORLD'S ELITE THINKERS ON CREATIVITY AND INNOVATION

 @SirKenRobinson

An internationally renowned expert on creativity and innovation, **Sir Ken Robinson's** work is dedicated to helping unleash the full potential of people and organizations around the globe. He advises governments, corporations, education systems, and some of the world's leading cultural organizations helping to promote positive change in this critical area. He is the bestselling author of various books including *The Element*, *Out of Our Minds*, and *Finding Your Element*.

Sir Ken Robinson's entire career has been dedicated to transforming our perceptions of creativity and how we cultivate talent in our organizations. For twelve years, he was a professor of arts education at the University of Warwick in the UK and is now professor emeritus. He has been listed as "one of the world's elite thinkers on creativity and innovation" by *Fast Company* magazine and his achievements have been recognized with awards from institutions all over the world, including a knighthood in 2003 from Queen Elizabeth II for his services to the arts.

MEETING THE STRATEGIC CHALLENGES OF A COMPLEX BUSINESS WORLD

- 1** The leadership necessary to facilitate a vibrant culture of innovation that's nurtured across every level of the organization
- 2** What true innovation looks like and how to maximize the imagination and creativity of your people
- 3** Core practices that drive innovators forward as you strive to make innovation part of your organization's DNA
- 4** Technology and the human advantage: Finding the sweet spot between artificial and human intelligence



Lynda Gratton

TALENT

LONDON BUSINESS SCHOOL
PROFESSOR AND EXPERT ON THE
FUTURE OF WORK

 @lyndagrutton

Lynda Gratton is a Professor of Management Practice at London Business School where she directs 'Human Resource Strategy in Transforming Companies' – considered the world's leading program on human resources. Over the last 20 years she has helped companies all over the world to prepare for the future of work, while writing extensively about the interface between people and organisations. Among her eight books are *Living Strategy*, *The Shift*, and most recently *The 100-Year Life: Living and Working in an Age of Longevity*.

Since 2008 Gratton has led the Future of Work Research Consortium, the longest running and most advanced membership group anticipating how work is changing and what organizations must do differently to thrive in the years ahead. She is a Fellow of the World Economic Forum (WEF) and has chaired the WEF Council of Leadership. In 2017, **Gratton** became an Advisor for GoogleOrg's initiative to help people prepare for the changing nature of work.



PREPARING FOR THE FUTURE OF WORK

- 1** How leaders successfully generate organizational change and learning in fast-paced and challenging environments
- 2** Dawn of The 100-Year Life: What this means for selection and development and for mentoring and coaching
- 3** A strategic look at the latest advances in research on collaboration: How to increase, recognize, and reward complex collaboration
- 4** The impact of a changing world on the future of work: Learning about the skills and behaviors you need to remain competitive

Daniel Lamarre

CREATIVITY

PRESIDENT AND CEO OF
CIRQUE DU SOLEIL
ENTERTAINMENT GROUP



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 Cirque du Soleil Entertainment Group, one of the world's most respected and successful creative organizations. 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. Among many accomplishments at Cirque, **Lamarre** played a key role in creating the shows based on music by The Beatles ('LOVE') and a celebration of Michael Jackson's life and work ('ONE') - accomplishments which required outstanding business skills to be brought to the fore.

CREATIVE LEADERSHIP

- 1** Keys to sustaining a culture of innovation and creativity over the long term
- 2** How to search for, attract and develop the best creative talent on the planet
- 3** What it takes to marry the needs of disparate groups and interests, and find positive outcomes for all
- 4** Strategies for growing and succeeding globally while staying faithful to your core values

Rebecca Henderson

SUSTAINABILITY

HARVARD PROFESSOR AND FOREMOST AUTHORITY ON SUSTAINABLE BUSINESS AND INNOVATION

 @RebeccaReCap

A Professor at Harvard University, **Rebecca Henderson** is one of the most articulate and insightful academic scholars on the influential role business can play in ensuring a more sustainable future. Her most recent research explores the ways in which firms can successfully respond to the next great challenge of building a sustainable economy. She has a joint appointment at the Harvard Business School (HBS) in the General Management and Strategy units and is the Co-Chair of the Business and Environment Initiative.

Professor **Henderson's** latest book, *Reimagining Capitalism in A World on Fire* will be published in April 2020, and will offer a new intellectual framing for a capitalism that can simultaneously make a positive societal impact and deliver sustained financial performance to ensure economic growth. She is an advisor to some of the world's leading companies in the sustainability space and is also a research fellow at the National Bureau of Economic Research. In 2018 Henderson was elected to the American Academy of Arts and Sciences.



REIMAGINING CAPITALISM

- 1** How capitalism can be a force for tackling the biggest challenges we face as a global society
- 2** Why the framework of private enterprise requires a fundamental re-imagination
- 3** How business' commitment to solving "big problems" can unlock creative thinking across organizational boundaries that drive the most significant innovation
- 4** Navigating a world faced with unprecedented challenges, but also with extraordinary opportunities

Henry Timms & Jeremy Heimans

MARKETING

BESTSELLING AUTHORS AND
PIONEERS IN BUILDING
DIGITAL MOVEMENTS

 @henrytimms  @jeremyheimans

Henry Timms and **Jeremy Heimans** are the authors of the international best-selling book *New Power: How Anyone Can Persuade, Mobilize and Succeed in our Chaotic, Connected Age* which looks at how organizations individuals build influence in a world transformed by digital mobilization. Together they offer a fresh lens and effective strategies for organizations of all types on how to spread ideas, build movements, and drive revenue.

New Power was featured as the Big Idea in *Harvard Business Review* and CNN called it one of the *Top Ten Ideas to Change the World in 2015*. The framework has been praised by *Fortune* 100 CEOs such as Walmart's Doug Macmillon and Unilever's Paul Polman. *New Power* was also named a best book of 2018 by the *Financial Times*, *Bloomberg*, *Fortune*, *Inc* and *CNBC*.

Henry Timms is the former President and CEO of the 92nd Street Y, and is currently the President and CEO of New York City's iconic Lincoln Center for the Performing Arts. He serves as a Hauser Visiting Leader at Harvard Kennedy School, Visiting Fellow at Stanford University and has served as a



member of the World Economic Forum's Network of Global Agenda Councils. **Jeremy Heimans** is the co-founder and CEO of Purpose, a social impact agency that helps clients put purpose and participation at the core of what they do. His work has led him to be named one of *Fast Company's* Most Creative People in Business in the world.

THE BRAVE NEW WORLD OF CONTENT AND STORYTELLING

- 1 Digital marketing and storytelling tools: How to use them to make your company or product stand out**
- 2 Defining the objectives of the content strategy: Why do we need to generate good content**
- 3 Creating high impact marketing strategies focused on clients**
- 4 How to connect the content you produce with real business results**

Carla Harris

MANAGEMENT

MANAGING DIRECTOR AT MORGAN STANLEY, BESTSELLING AUTHOR, AND AUTHORITY ON MOTIVATION AND CHANGE

 @carlaannharris

One of the most influential and respected leaders in corporate America, **Carla Harris's** 30-year career has given her extensive industry experience in the technology, media, retail and healthcare sectors. She is currently a Vice Chairman and Managing Director at Morgan Stanley and was recently named to *Fortune Magazine's* list of "The 50 Most Powerful Black Executives in Corporate America". She is the author of *Expect to Win and Strategize to Win*, where she shares proven career strategies and tools for effecting successful change

In her current role, **Harris** is responsible for increasing client connectivity and penetration to enhance revenue generation across Morgan Stanley. She has been named as U.S. Bankers "Top 25 Most Powerful Women in Finance" and Black Enterprise's "Top 75 Most Powerful Women in Business". In August 2013, she was appointed by President Barack Obama to chair the National Women's Business Council. Prior to joining Morgan Stanley, **Carla** received an MBA, Second Year Honors from Harvard Business School and an AB in economics from Harvard University, Magna Cum Laude.



MOVING BEYOND THE WAR FOR TALENT

- 1** The power of authenticity and its place as a part of powerful leadership
- 2** Understanding the role of perceptions in the workplace and the key relationships that you must have in order to ensure success
- 3** The components of positioning yourself to maximize success as a leader
- 4** Facing the challenge of bringing more diversity to leadership

Agenda

October 20, 2020

9:00 AM **LYNDA GRATTON**
10:15 AM Preparing for the Future of Work

10:15 AM Coffee Break

11:00 AM **HENRY TIMMS & JEREMY HEIMANS**
12:15 PM Unlocking Consumer Engagement in
a New Power World

12:15 PM Lunch

1:45 PM **REBECCA HENDERSON**
2:45 PM Reimagining Capitalism

2:45 PM **DANIEL LAMARRE**
3:45 PM Creative Leadership

3:45 PM Coffee Break

4:15 PM **SIR KEN ROBINSON**
5:30 PM Building a Culture of
Innovation

October 21, 2020

9:00 AM **TBC**
10:30 AM tbc

10:30 AM Coffee Break

11:15 AM **GENERAL COLIN L. POWELL**
12:15 PM Leadership: Taking Charge During
Turbulent Times

12:15 PM Lunch

1:45 PM **LLOYD BLANKFEIN**
2:45 PM The Strategic Challenges of
Business Transformation

2:45 PM **CARLA HARRIS**
3:45 PM On Creating and Managing
Change

3:45 PM Coffee Break

4:15 PM **JAMES CAMERON**
5:15 PM Lessons from a Hollywood
Pioneer

Exclusive Offer

Valid through March 13, 2020

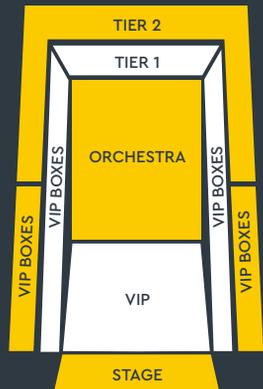
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1 TIER 1 TICKET: \$ **2,290**

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1 VIP BOX: \$ **27,000** Nº: _____

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