

**10&11**

July 2024

Marina Bay Sands

# World Business Forum



SINGAPORE

The most important gathering of  
senior executives

Andre Agassi

Carly Fiorina

Gary Hamel

Charlene Li

Marcus Collins

Peter Weill

Tal Ben-Shahar

**WOB**



Greetings!

It is truly an honour for me to announce that the first edition of the World Business Forum Singapore will take place at Marina Bay Sands Convention Centre on July 10th & 11th, 2024.

For over 20 years the World Business Forum has risen to icon status as the leading business, management and leadership event globally. Our event has taken place in some of the world's most important business hubs including New York City, Milan, Mexico City, Madrid and Sydney. We are delighted that in 2024 we are finally able to bring this new edition to Singapore. For this special occasion, we have selected an amazing speaker line up that includes:

Andre Agassi  
Gary Hamel  
Carly Fiorina  
Tal Ben-Shahar  
Charlene Li  
Peter Weill  
Marcus Collins

The World Business Forum combines an incredible blend of world-class content, exclusive experiences, and networking with fellow senior executives.

I very much hope you can join us in 2024 and to have the chance to meet you personally next July in Singapore.

Yours faithfully,

**Daniel Hernandez**  
APAC Director



# World Business Forum 2024

Organised and curated by WOBI for the last 20 years, the World Business Forum takes place in some of the major business capitals in the world.



# What is the World Business Forum?

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



**A unique experience of  
learning, inspiration, and networking.**

**KEYNOTE  
SESSIONS**



**NETWORKING**



**BOOK  
SIGNINGS**



**PRIVATE  
EVENTS**



**EXHIBITION  
SPACE**



WORLD BUSINESS FORUM IS THE LEADING  
EXECUTIVE EDUCATION PLATFORM FOR TOP  
EXECUTIVES FROM AROUND THE WORLD.

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# Who will participate?

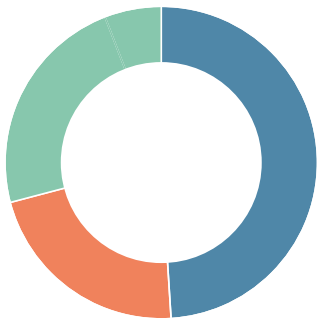


- Senior leaders from across all industries and company sizes
  - Leaders and executive teams looking for new perspectives
  - Professionals who value the importance of continuous learning
-



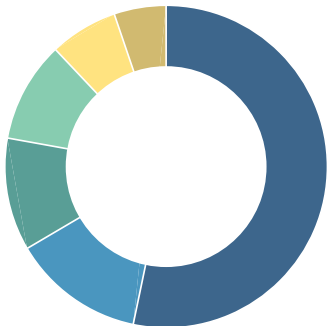
# Statistical Information

Breakdown by title category



- 49% VP / Head of Department
- 24% Partner / Director
- 27% C-Level Executives

Breakdown by department



- 53% Management
- 12% Sales / Marketing
- 11% Human Resources
- 10% Operations / IT
- 8% Finance / Legal
- 6% Other

Breakdown by industry



- 12% Financial Services / Banking / Insurance
- 12% Business Services (B2B)
- 11% Professional Services
- 11% Government / Not for Profit
- 11% Construction / Infrastructure / Real Estate
- 10% Education
- 9% Technology / Communications / Media
- 8% Health
- 7% Retail / Hospitality
- 7% Manufacturing / Transportation
- 2% Other

\*Data from World Business Forum Sydney

## HIGH PERFORMANCE

# Andre Agassi

Author, Philanthropist, Education Advocate and Former #1 Ranked Tennis Player and Multi Grand Slam Champion

Widely regarded as one of the greatest tennis players in history, Andre Agassi amassed an impressive record of 60 men's singles titles, which included capturing eight Grand Slam championships, during his illustrious 20-year career. A former world no.1, Agassi went on to etch his name in the annals of tennis history by becoming the first male player ever to achieve the remarkable feat of winning all four Grand Slam titles and an Olympic gold medal. He was also a member of three winning Davis Cup teams in 1990, 1992, and 1995.

Agassi also was notable for the charitable ventures he undertook, including the founding of the Andre Agassi Foundation (1994) to aid at-risk children. This foundation has played a pivotal role in education reform, raising over \$180 million. His highly acclaimed autobiography, *Open*, was published in 2009 and it soared to the number one spot on the New York Times bestseller list. In recognition of his contributions to the sport, Agassi was rightfully inducted into the International Tennis Hall of Fame in 2011.



## From Talent to High Performance: Strategies for Sustained Success

- Talent is just the start: What it takes to become the best in the world and sustain success over the long term
- Developing the mental strength to give you the edge when the pressure is on
- Getting your team right: Identifying the skills and characteristics you need in those around you
- How to bounce back from the inevitable setbacks, failures and criticisms.
- Setting goals and staying true to yourself: On authenticity and the importance of giving back



## LEADERSHIP

# Carly Fiorina

Former Chairman and CEO,  
Hewlett-Packard Company and  
Bestselling Author

A passionate, articulate advocate for problem-solving, innovation, and effective leadership, Carly Fiorina was the first woman ever to lead a Fortune 50 company when she was recruited to lead Hewlett-Packard (HP) in 1999. Under her leadership, revenue grew, innovation tripled, growth quadrupled, and HP became the 11th largest company in the U.S.

Her breadth of experience spans from marketing to manufacturing; from sales to strategic planning; from HR to R&D; from finance to engineering to supply chain and logistics. She has led teams and organizations in the private, public and social sectors. Today she is the Founder and Chairman of Carly Fiorina Enterprises, and of Unlocking Potential, a non-profit organization that invests in human potential by supporting local leaders who are solving problems in their communities and places of work.



## Leading for the Future

- How to increase the problem-solving and leadership capacity of organizations
- What it takes to help others reach their highest leadership potential
- A blueprint for navigating uncertainty, managing change, and building a high-performance culture
- What it takes to drive transformational change

## STRATEGY

# Gary Hamel

World renowned business thinker and management innovator

Gary Hamel is one of the world's most influential and iconoclastic business thinkers who has led transformational efforts in some of the world's most notable companies helping to create billions of dollars in shareholder value. For over four decades, Hamel has served on the faculty of the London Business School and he is the director of the Management Lab. Hamel is an author of landmark books such as *Competing for the Future*, *The Future of Management* and *Humanocracy: Creating Organizations as Amazing as the People Inside Them*.

The Wall Street Journal has ranked Hamel as the world's most influential business thinker, and Fortune magazine has called him "the world's leading expert on business strategy".



## Humanocracy: Creating Organizations as Amazing as the People Inside Them

- Why our organisations are failing: Bridging the gap between organisational and individual capabilities
- Presenting a blueprint for creating organisations that are fully human and free from the shackles of bureaucracy
- Becoming a truly adaptable company capable of capturing more than your share of tomorrow's opportunities
- Learning to lead in an environment in which position and rank are no longer the keys to the kingdom

## GENERATIVE AI

# Charlene Li

Leading expert on Digital Transformation and disruptive growth strategies

For the past two decades, Charlene Li has been helping people see the future. Named by Fast Company as one of the most creative people in business, Li is an expert on digital transformation and disruptive growth strategies. Currently, Li serves as Chief Research Officer at PA Consulting, where she leads the company's thought leadership program. She was also the Founder of Altimeter Group, an analyst firm that was acquired in 2015 by Prophet.

She's the author of the New York Times bestseller, *Open Leadership*, as well as *Groundswell*, and *The Disruption Mindset*. Her upcoming book, *Megatransformation: A Rigorous & Practical 90-day Strategy for Thriving with Generative AI*, co-authored with Katia Walsh, provides a comprehensive guide to generative AI, with a special focus on business strategy and the leadership capabilities needed to succeed in this rapidly evolving landscape.



## Strategies for Thriving with Generative AI

- AI's transformative potential: Opportunities and challenges for organisations
- Developing a rigorous AI strategy that aligns with organisational values and resources
- Managing evolving workplace dynamics in the AI era
- Exploring ethical decision-making in AI-related initiative

## BRAND STRATEGY

# Marcus Collins

Award-winning marketer and expert on brand strategy

As the Chief Strategy Officer at Wieden+Kennedy New York, and a marketing Professor at the Ross School of Business, University of Michigan, Marcus Collins bridges the academic-practitioner gap for blue-chip brands and startups alike. Over the course of his career, Collins has developed a practice for creating culturally contagious ideas that inspire people to take action. In addition, he served as Head of Digital Strategy for Beyoncé.

His acclaimed book *For The Culture: The Power Behind What We Buy, What We Do, and Who We Want to Be* examines the influence of culture on consumption and unpacks how everyone from marketers to activists can leverage culture to get people to take action. He is a recipient of Advertising Age's 40 Under 40 award and Crain's Business' 40 Under 40 award, and a recent inductee into the American Advertising Federation's Advertising Hall of Achievement.



## The Future of Brands

- Why culture is the most powerful vehicle for influencing behavior and what this means for brands
- The underlying physics of how culture works and how to leverage its sway to get people to take action
- What it takes for brands to effectively engage with communities
- Understanding consumption as a cultural act - and the implications for the brands of tomorrow
- From Beyonce to the Fortune 500: Sharing practical lessons from the field

## DIGITAL STRATEGY

# Peter Weill

Senior Research Scientist at the MIT Sloan School of Management

Peter Weill, Senior Research Scientist and Chairman Emeritus of the Center for Information Systems Research at the MIT Sloan School of Management, helps organisations design and leverage a powerful digital strategy so they can better compete in the 21st century. For years, he has been helping boards and executives digitally transform their institutions so they can exponentially scale business and sustain growth well into the future.

He has conducted workshops for executive committees and boards of more than 50 companies globally, and for key conferences, including the CEO summits of both Microsoft and SAP. Weill also educates leaders about the role, value and governance of digitization within enterprises and their ecosystems.



## Creating a Future-Ready Organisation

- Creating a winning digital strategy: Tools companies can use to tackle threats and leverage opportunities
- Developing a digital operating model to increase revenue and drive growth
- Steps decision makers need to take on their journey to becoming a digitally-savvy, future-ready organisation
- Forging partnerships and building a shared ecosystem so everyone can thrive

## SELF-MANAGEMENT

# Tal Ben-Shahar

Global thought leader on Positive Psychology and Leadership

An expert on Leadership and Positive Psychology, Tal Ben-Shahar combines scientific studies, scholarly research, self-help advice, and spiritual principles to teach people how to optimize their success and happiness. Ben-Shahar received his PhD in Organizational Behavior from Harvard University and today consults and lectures around the world to executives in multinational corporations, Fortune 500 companies and educational institutions.

A serial entrepreneur, Ben-Shahar is the co-Founder and Chief Learning Officer of Happiness Studies Academy, Potentiallife, Maytiv, and Happier.TV. He is also the author of the international best seller, *Being Happy* and *Happier, No Matter What*.



## The Science of Happiness: Navigating Change with Resilience and Purpose

- Cultivating resilience: strategies for cultivating hope and purpose in challenging times, enabling fulfillment, well-being, and success
- Effective goal setting: techniques for achieving meaningful goals while maintaining a healthy work-life balance
- The Science of Happiness: practical tools for better productivity and better living
- Growth and self-improvement: the roles of innovation and adaptation in personal and organizational growth
- Nurturing positive relationships: strategies for fostering healthy connections with colleagues, teams, and partners



# Early Bird Offer!

Offer only valid until **22 March 2024**

## Platinum Tickets

1 Platinum Ticket

**S\$8,900**

~~S\$14,900~~

3 Platinum Tickets

**S\$8,400**

per ticket  
~~S\$14,900~~

5 Platinum Tickets

**S\$7,900**

per ticket  
~~S\$14,900~~

## Gold Tickets

1 Gold Ticket

**S\$4,900**

~~S\$7,900~~

3 Gold Tickets

**S\$4,400**

per ticket  
~~S\$7,900~~

5 Gold Tickets

**S\$3,900**

per ticket  
~~S\$7,900~~

INCLUDES	PLATINUM	GOLD
Welcome Kit	●	●
Access to the Event	●	●
Attendee Certificate	●	●
Coffee Break	●	●
Access to Event Recordings for 30 Days	●	●
Exclusive Meet and Greet with Andre Agassi	●	
Networking Lunch with Speaker	●	
Preferential Seating	●	
Dedicated Registration Desk	●	
Access to Platinum Lounge	●	
VIP Networking Dinner on Day 1	●	



# WOBIPass



## Annual Subscription

All the management and business inspiration you need **in one place**

**World Business Forum does not have to end here.**

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### What you will get:



New Live Masterclass every month



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discount

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~~\$1050 + GST~~ **\$490 + GST**

Contact us at [wobipass@wobi.com](mailto:wobipass@wobi.com)

Limited time offer. Learn more at [wobi.com/wobipass](https://wobi.com/wobipass)

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# WOBIPass

# Ideas To Lead

## WOB! Series



A unique series of courses bringing together management's great voices and minds to provide diverse perspectives and evolving ideas. Each course has 5 engaging bite-sized chapters of 15-18 minutes, each with their own actionable takeaways.



### Benefits:

- Relevancy of topics
- Variety and diversity of world class perspectives
- Engaging format
- Actionable takeaways

### About Ideas to Lead:



15+ different experts per course



In each chapter you'll find:  
5 Questions for reflection  
+ 5 Key takeaways + 5 Question quiz



Get your diploma as an NFT



You can watch them on WOB!'s learning management system or embed them into your organization's platform



### About Course 1: Leadership & Uncertainty

Chapter 1: Leading with Purpose, Meaning & Impact

Chapter 2: Navigating Paradox

Chapter 3: A Smarter Framework for Leadership

Chapter 4: Rethinking the Notion of Work

Chapter 5: Dealing with Uncertain Times



### About Course 2: Business Transformation in the Age of AI

Chapter 1: AI & Business Strategy: Navigating the AI Revolution

Chapter 2: AI & Teams: Reimagining Work in the Age of AI

Chapter 3: AI & Customers: Creating new personalized experiences

Chapter 4: AI & Leadership: Making decisions in an uncertain scenario

Chapter 5: AI & Society: Is this just the beginning?

Contact us at [ideastolead@wobi.com](mailto:ideastolead@wobi.com)

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Inspiring Ideas

Valid until 22 March 2024

World Business Forum Singapore 2024  
10 & 11 July, 2024



WBF/MD3/2024

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BEST POSTAL ADDRESS: _____		CITY: _____
STATE: _____	POSTAL CODE: _____	COUNTRY: _____
PHONE NUMBER: _____	EMAIL: _____	
WHERE DID YOU HEAR ABOUT US? _____		

Pricing (Special offer until 9 February 2024)

Gold Ticket: <b>\$4,900</b> per ticket Attendees _____	Corporate Package: (Min. 3 Gold Tickets) <b>\$4,400</b> per ticket Attendees _____	Corporate Package: (Min. 5 Gold Tickets) <b>\$3,900</b> per ticket Attendees _____
Platinum Ticket: <b>\$8,900</b> per ticket Attendees _____	Corporate Package: (Min. 3 Platinum Tickets) <b>\$8,400</b> per ticket Attendees _____	Platinum Tickets: (Min. 5 Platinum Tickets) <b>\$7,900</b> per ticket Attendees _____

For group rates of 10+ tickets, please contact us at +65 6359 2357 or info.sg@wobi.com

WOBI Pass: <b>\$490</b> Attendees _____	Ideas To Lead: <b>\$90</b> Attendees _____
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1% surcharge applies for credit cards

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