

12-13

November 2024

Centro de Convenciones Norte, IFEMA

PURPOSE



World Business Forum



MADRID

**CONNECTING VISIONARIES
& TRANSFORMING LEADERS**

WOBI
Inspiring Ideas

Dear Sir or Madam,

My name is Pedro Hernanz, and as WOBI's Managing Director for Spain & Portugal, I am pleased to introduce you to the World Business Forum Madrid.

Today's world is in a state of flux and the resulting leadership changes are profound.

In 2023 the World Business Forum provided a spotlight on how purpose in business can help navigate these uncharted waters of change.

But we only scratched the surface. As we look even deeper it becomes clear just how profound the topic is for organizations today.

Great leadership is in many ways **synonymous** with purpose.

This is why 2024 will be the year of **Purpose PLUS**.

- ◆ Builds credibility and trust
- ◆ Provides a source of resilience in challenging times
- ◆ Forges positive workplace culture
- ◆ Strengthens brand reputation
- ◆ Drives customer loyalty
- ◆ Inspires innovation
- ◆ Ensures long-term sustainability

Join us in 2024 and unleash the power of purposeful leadership in your organization.

Sincerely,



Pedro Hernanz


Managing Director Spain & Portugal

PURPOSE 

WHAT IS THE WORLD BUSINESS FORUM?

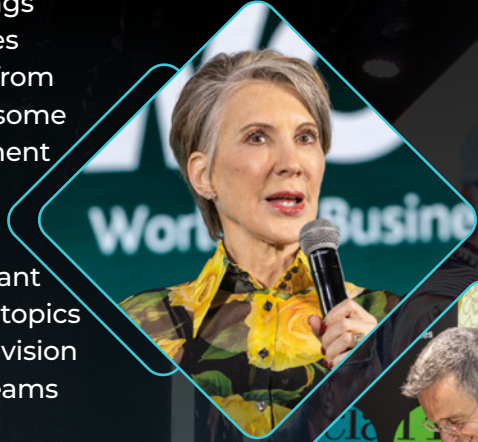
The **World Business Forum** brings together thousands of executives every year to learn and to learn from and be inspired by some of the some of the world's leading management experts from around the world.

During two days, the most relevant current issues for most relevant topics for companies, offering a global vision to face the challenges of their teams and organizations.

 **Inspiring
keynote sessions**

 **Actionable
ideas**

 **Unique
networking
opportunities**



+1.200
SENIOR
EXECUTIVES



+400
COMPANIES

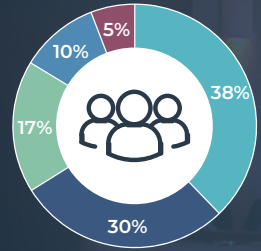
WHO ATTENDED IN 2023?

98% of our attendees would attend again

96% of them would recommend the event to a colleague or a friend

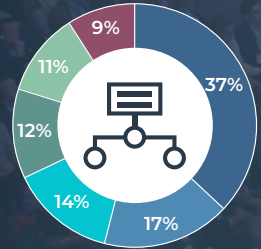
BREAKDOWN BY TITLE CATEGORY

- ◆ Director
- ◆ CEO / C-Level / President
- ◆ General Manager
- ◆ Manager
- ◆ Other



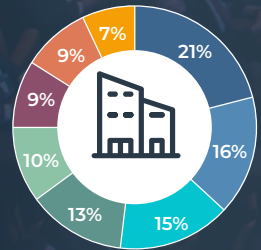
BREAKDOWN BY DEPARTMENT

- ◆ Top Management
- ◆ Marketing and Communication
- ◆ Human Resources
- ◆ Administration and Finance
- ◆ Sales / Commercial
- ◆ Other



BREAKDOWN BY INDUSTRY

- ◆ Business Services (B2B)
- ◆ Pharmaceutical / Health / Chemical
- ◆ Financial Services / Banking / Insurance
- ◆ Consumer Products and Services
- ◆ Manufacturers
- ◆ Logistics
- ◆ Energy
- ◆ Other



LINE-UP

Centro de Convenciones Norte, IFEMA

World
Business
Forum



Tuesday
12 November
2024

9:30 - 11:00	Elizabeth Dunn TALENT
11:00 - 11:45	Coffee break
11:45 - 13:00	Luis Huete STRATEGY
13:00 - 14:15	Sharon Melnick HIGH PERFORMANCE
14:15 - 15:45	Lunch
15:45 - 16:45	Mario Draghi CRISIS MANAGEMENT & DECISION MAKING
16:45 - 17:30	Felipe Gomez CREATIVITY
17:30 - 18:30	Networking Cocktail

Wednesday
13 November
2024

9:30 - 11:00	Hila Lifshitz ARTIFICIAL INTELLIGENCE
11:00 - 11:45	Coffee break
11:45 - 13:00	Stephen M. R. Covey LEADERSHIP
13:00 - 14:15	Modupe Akinola DIVERSITY & INCLUSION
14:15 - 15:45	Lunch
15:45 - 16:45	Chris Gardner SELF-MANAGEMENT

*Line-Up subject to change

CRISIS MANAGEMENT & DECISION MAKING

Mario Draghi



Mario Draghi served as President of the Council of Ministers of Italy from February 2021 to October 2022. His tenure as Prime Minister was defined by many memorable achievements, most notably including the fight to end the Covid-19 pandemic, his leadership with the Next Generation EU initiative, and his solidarity with the Ukrainian people during the ongoing war with Russia. Dr. Draghi was President of the European Central Bank (ECB) from November 2011 to November 2019 and is widely credited with saving the Eurozone.

Over his eight-year term, the monetary policy of the ECB led the Eurozone into an expansion with the creation of 13 million jobs, and the European stock market rising by two-thirds. Prior to 2011, Dr. Draghi served as Governor of the Banca d'Italia and Chairman of the Financial Stability Board that crafted for the governments of the G-7 countries the first regulatory response to the global financial crisis.

NAVIGATING THE CHANGING POLITICAL AND ECONOMIC LANDSCAPE

- ◆ 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

Hila Lifshitz

Head of the Artificial Intelligence Innovation Network Research Center at Warwick Business School and one of the world's leading experts on AI and its impact on innovation and creativity.



CRAFTING AN AI-DRIVEN INNOVATION STRATEGY

- ◆ 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

TALENT

Elizabeth Dunn

Leading happiness and well-being researcher at the University of British Columbia, she is an expert on how time, money, and technology shape human happiness. She is also the co-author of "Happy Money: The Science of Happier Spending".



UNLOCKING HAPPINESS AND CONNECTION IN THE WORKPLACE

- ◆ How we can increase employee happiness in a time of ever-changing workplace structures
- ◆ Why strong personal connections create an enduring resource for the organization especially in more difficult times, and how to build them
- ◆ 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

SELF-MANAGEMENT

Chris Gardner

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

PURSUING HAPPINESS: TRANSFORMING THE IMPOSSIBLE INTO THE POSSIBLE

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



LEADERSHIP

Stephen M. R. Covey

The world's leading expert on organizational trust, bestselling author, and former CEO of the Covey Leadership Center. He led the strategy that propelled the success of his father's book, Dr. Stephen R. Covey's "The 7 Habits of Highly Effective People".

TRUST AND INSPIRE: UNLEASHING GREATNESS IN OTHERS

- ◆ 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 Trust and Inspire leader



HIGH PERFORMANCE

Sharon Melnick

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



THE SKILLS THAT TRANSFORM LEADERS INTO LEGENDS

- ◆ 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

DIVERSITY & INCLUSION

Modupe Akinola

Leading authority on organizational performance and diversity at Columbia Business School where she advises leaders on managing stress, diversity and equity & inclusion initiatives. Previously she was Head of diversity at Bain & Co., contributing to the recruitment and retention framework for people of color.



DRIVING ORGANIZATIONAL PERFORMANCE AND DIVERSITY

- ◆ Strategies 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

STRATEGY

Luis Huete

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".



THE TALENT OF TRANSFORMING WHILE PERFORMING

- ◆ 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

CREATIVITY

Felipe Gomez

Felipe Gomez is a musician and expert in entrepreneurship, innovation and virtuosity. With more than 25 years of entrepreneurial and senior management experience, he has developed a powerful set of proven tools that helps leaders and organizations to reach extraordinary performance.



THE POWER OF VIRTUOSITY

- ◆ What it means to be a virtuoso and why it's an important quality for organizations in today's world
- ◆ Identifying the keys to be a virtuoso in everything we set out to do
- ◆ The mindsets and behaviors that leaders and companies should adopt to thrive
- ◆ The importance of perfecting our methods, being more aware of the attitudes we assume and doing everything we do with love and passion

SPECIAL OFFER

Valid until November 12th, 2024

World
Business
Forum



INCLUDES

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



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Prices only available until November 12th, 2024

World Business Forum Madrid 2024

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



WBF/MADRID/ONLINE/2024

1 GOLD TICKET:

2.400€ + VAT

Nº _____

3 GOLD TICKETS:

7.200€ + VAT

Nº _____

5 GOLD TICKETS:

12.000€ + VAT

Nº _____

For **250€ + VAT** enjoy
the Best of WBF24

Best of WBF 2024

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3.000€ + VAT

Nº _____

3 PLATINUM TICKETS:

9.000€ + VAT

Nº _____

5 PLATINUM TICKETS:

15.000€ + VAT

Nº _____

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 before the expiration date of the offer.

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, a refund will be made to the purchaser, who will be charged an administrative fee of 350 euros for each pass purchased. After 180 days, the total amount will be credited, and it can be redeemed in future events organized by WOFI. If you are unable to attend, there is the option of sending a substitute, communicating the new details 15 days in advance.

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 you authorize us by checking the box provided below, 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 disclosed to third parties, except in compliance with a 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 the sending of 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, Madrid, or at the e-mail address info.es@wofi.com. In particular, you are informed of your right to file a complaint with the Spanish Data Protection Agency (www.agpd.es) if you consider that the processing does not comply with the regulations in force, or you consider that you have not obtained satisfaction in the exercise of your rights. If you wish to learn more about our Privacy Policy, please see our Privacy Policy.

I wish to receive information about WOFI 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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