



WOBI

Exclusive Access to
World Business Forum NYC
and 365 Days of Inspiration

World
Business
Forum | 
NYC

5&6 November
2025
The Javits Center, NYC



WOBI

Inspiring Ideas

Register for World Business Forum NYC and become part of WOBI.

In addition to two incredible days at the World Business Forum, your registration also includes year-round access to the world's best management content and a global community of senior executives.

World
Business
Forum
NYC

Access to World Business Forum New York 2025

- Attend WOBI's flagship event in person.
- Two days of transformative ideas and inspiration.
- Expand your professional network among global executives.



On-Demand Access to full sessions and highlights from World Business Forums worldwide

- Features speakers from the World Business Forums in New York, Milan, Madrid, Sydney, Mexico City and Bogota.
- Enjoy our exclusive Best of World Business Forum 2025 highlights program at the end of the year.



Extensive Digital Content Library

- 300+ hours of continuously updated management insights.
- Curated content from world-class thought leaders.
- Multiple formats covering diverse business topics.



Exclusive Networking Opportunities

- Join local in-person events.
- Connect with fellow leaders on key management topics.
- Be part of an exclusive worldwide network of business leaders.

Your access to WOBI includes:

**World
Business
Forum**



5&6 November
2025
The Javits Center, NYC


**More than 20 years inspiring
the global executive community!**

96%+
OF DELEGATES
RECOMMEND US

26,000+
COMPANIES

159,000+
GLOBAL ATTENDEES

Each year the World Business Forum focuses on pressing management topics and leadership challenges, offering attendees a unique blend of cutting-edge insights, inspirational ideas, and unparalleled networking opportunities.



LEARNING

Absorb wisdom from world renowned business thought leaders.


A curated program that tackles today's most pressing leadership challenges head-on.



INSPIRATION

Supercharge your organization.

Walk away with transformative ideas and the inspiration to turn them into reality.



NETWORKING

Expand your inner circle.

Rub shoulders with over 2,500 decision-makers, innovators, and industry leaders.

TALENT

Adam Grant

Adam Grant is an organizational psychologist and Wharton's top-rated professor for seven consecutive years. He is also the #1 *New York Times* bestselling author of six books, which have sold millions of copies and been translated into 45 languages, including his latest book, *Hidden Potential*.



UNLOCKING HIDDEN POTENTIAL FOR EXCEPTIONAL LEADERSHIP

- *A new framework for raising aspirations, exceeding expectations, and leveraging strengths for success*
- *How to build the character skills and motivational structures to develop your leadership potential*
- *Designing systems to create opportunities for those who have been underrated and overlooked*
- *Developing the competencies needed to respond to and find strength in adversity*



LEADERSHIP

Brené Brown

Dr. Brené Brown is a research professor at the University of Houston and visiting professor in management at the University of Texas at Austin McCombs School of Business. She is the author of six #1 *New York Times* bestsellers and is the host of two award-winning podcasts, *Unlocking Us* and *Dare to Lead*.

THE COURAGE TO LEAD

- *The ten cultural barriers to courageous leadership and the skill sets that support it*
- *Revealing the four skill sets that underpin courage*
- *The difference between armored leadership and daring leadership*
- *Why curiosity and grounded confidence are at the heart of brave work and tough conversation*

PERFORMANCE

Simone Biles

Simone Biles is the most decorated gymnast in World Championships history with 30 medals, including 23 gold. An eleven-time Olympic medalist, Biles' technical prowess has led to an unprecedented five gymnastic skills being named after her. Over her career, she has also become a symbol of resilience, humility, and advocacy for mental health.



RISING STRONGER: WELL-BEING, PERFORMANCE, AND THE ROAD TO GREATNESS

- *Facing failure and self-doubt: Lessons learned from the toughest times*
- *The importance of raising awareness around mental health and personal well-being to sustain high performance*
- *Knowing when to step back, recover, and rise stronger: Keys to Achieving Greatness*
- *Managing pressure and prioritizing self-care while in the spotlight*



SELF-MANAGEMENT

James Clear

James Clear is the author of the #1 *New York Times* bestseller, *Atomic Habits*, a transformative book that has sold over 20 million copies worldwide and has been translated into more than 60 languages. His work delves into behavioral psychology, addressing the question, "How can we live better?" with actionable, research-based strategies.

HOW TO START (AND STICK TO) GOOD HABITS

- *Research-based, proven strategies to build good habits and break bad ones*
- *The laws of behavior change: Key strategies for getting 1% better every day*
- *Overcome a lack of motivation and willpower: Building systems for success even when you're not feeling motivated*
- *Identity-based habits: Shifting your mindset to create lasting change*
- *How to overcome procrastination and build consistency through small, daily actions*

STRATEGY

Scott Galloway

Scott Galloway is an influential expert in brand strategy and has been the clinical professor at the NYU Stern School of Business for more than twenty years. He is also a tech entrepreneur and the author of several *New York Times* bestselling books.



THE FUTURE OF STRATEGY: NAVIGATING TRENDS TO DISCOVER CREATIVE SOLUTIONS

- *Cuts through the noise: The products and trends that are receiving too much vs. too little attention and investment*
- *Creative solutions that will shape the future across various sectors over the next decade and beyond*
- *AI Strategy: Emerging tech and its impact on driving innovation and creating new opportunities*
- *What winning brands have in common and how to implement their strategies.*



AI STRATEGY

Ayanna Howard

Pioneering innovator, entrepreneur and inventor of robotic technologies and AI for industry, Ayanna Howard is the Dean of Engineering at The Ohio State University, co-founder and board director of Zyrobotics, and a foremost authority on human emotion-centered robotic design.

MAKE AI WORK FOR YOUR BUSINESS

- *How AI and robotics will define the future of businesses across industries: An optimistic approach*
- *Understanding and mitigating the unintended consequences and ethical challenges of AI*
- *Leveraging AI for human-centered innovation: Strategies for enhancing productivity and connection*
- *Diverse teams in AI development: Keys to creating inclusive products*

CREATIVITY

Seth Godin

One of the most influential and creative business thinkers of our time, Seth Godin is the author of 22 international bestselling books translated into 39 languages. He is also a serial entrepreneur and writes a widely read blog featuring daily insights on management and the digital world.



LEADING CREATIVITY THROUGH THE PURSUIT OF THE UNCONVENTIONAL

- *The importance of “doing work that matters”: Creating value and impact rather than following trends*
- *Keys to embracing originality and breaking away from conventional norms*
- *The skills and characteristics needed to consistently and effectively push creative boundaries*
- *How to promote a mindset of lifelong learning and curiosity to keep ideas fresh and innovative*
- *How creativity connects with marketing and is the act of solving interesting problems*

CUSTOMER EXPERIENCE STRATEGY

Renée Richardson Gosline



A globally-recognized expert on customer experience and AI, Renée Richardson Gosline is an award-winning Research Scientist and Senior Lecturer at the MIT Sloan School of Management, and the head of the Human-First AI group at MIT's Initiative on The Digital Economy.

HUMAN-CENTERED AI FOR A BREAKTHROUGH CUSTOMER EXPERIENCE

- *Key principles of a successful customer experience strategy: Balancing data-driven insights with human emotion*
- *Finding the friction sweet spot: Why friction can be good and how to harness its power for a seamless customer journey*
- *Ethical AI and inclusive leadership: Strategies to craft unbiased, customer-centric experiences that resonate with all clients*
- *Cultivating a culture of innovation through behavioral science and human-centered AI*

INNOVATION

James Patterson & Patrick Leddin

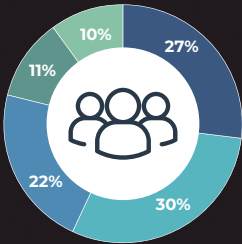
James Patterson is one of the world's bestselling authors and the most popular storyteller of our time. Patrick Leddin is a renowned authority on leadership and culture and the Leadership and Culture Practice Leader at FranklinCovey.



TURN DISRUPTION INTO YOUR GREATEST ADVANTAGE

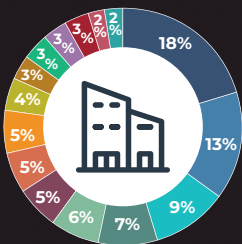
- *Grow, change, triumph: What every leader should know about disruption and how to harness its power*
- *Embracing sustained and meaningful change: Keys to transforming unexpected challenges into opportunities*
- *Practical strategies for navigating disruption, fostering innovation, and achieving extraordinary results*
- *Actionable insights for driving personal and organizational impact: The power of small changes for lasting outcomes*

WHO ATTENDS



BREAKDOWN BY TITLE

- C-Suite **27%**
- Senior Managers **11%**
- Senior Vice Presidents & VP's **30%**
- Directors **22%**
- Other **10%**



BREAKDOWN BY INDUSTRY

- Financial & Insurance **18%**
- Healthcare **13%**
- Consumer Products & Services **9%**
- Communications **7%**
- Professional Services **6%**
- IT **5%**
- Construction & Infrastructure **5%**
- Manufacturing **5%**
- Government **4%**
- Chemicals & Pharmaceuticals **3%**
- Retail **3%**
- Education **3%**
- Internet **3%**
- Hospitality **2%**
- Telecommunications **2%**

AGENDA

The Javits Center, NYC

World
Business
Forum | NYC

5 Wednesday
November 2025

SETH GODIN

Creativity

Coffee Break

JAMES CLEAR

Self-Management

JAMES PATTERSON & PATRICK LEDDIN

Innovation

Lunch

ADAM GRANT

Talent

Coffee Break

SIMONE BILES

Performance

6 Thursday
November 2025

AYANNA HOWARD

AI Strategy

Coffee Break

BRENÉ BROWN

Leadership

Lunch

RENÉE RICHARDSON GOSLINE

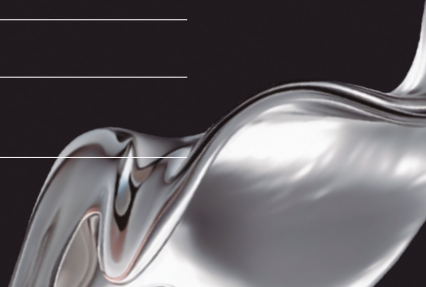
Customer Experience Strategy

Coffee Break

SCOTT GALLOWAY

Strategy

*Line-Up subject to change



Your access to WOBI includes:

World Business Forum On Demand

Being part of WOBI grants you exclusive 30-day on-demand access to keynote recordings from every World Business Forum worldwide. Plus, throughout the year gain access to highlights of past editions.



Some of the thought leaders who will be speaking at the World Business Forums around the world in 2025 include:



Amy
Edmondson



Nouriel
Roubini



Anne
Chow



Peter
Diamandis



Amy
Cuddy



Guy
Kawasaki



Amal
Clooney



Michael
Phelps



Andrew
McAfee



Gary
Hamel

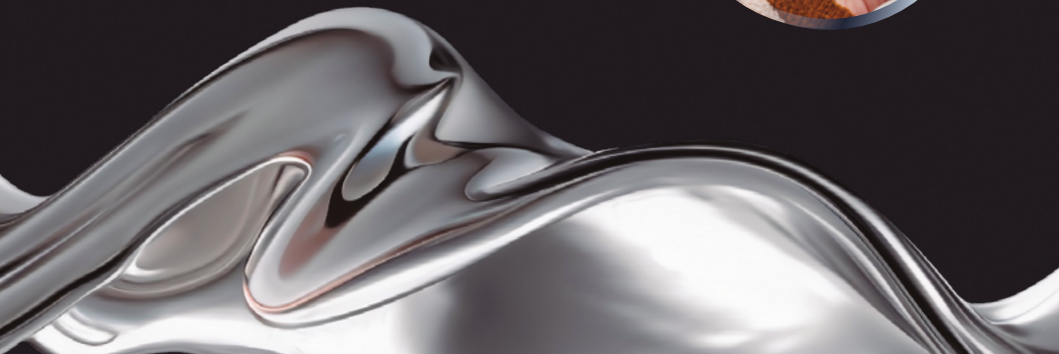
Your access to WOBI includes:

300+ Hours of Digital Content

Enjoy full access to our AI-driven platform, tailored to your professional interests and learning style, with over 300 hours of curated material from top management thought leaders in various formats: Masterclasses, courses, inspirational videos, book summaries and much more!

The most relevant management topics:

- Leadership
 - Creativity & Innovation
 - Strategy
 - High Performance
 - Talent
 - Economy & Finance
 - Artificial Intelligence
 - Sustainability
 - Marketing & Sales
 - Transformation & Change
 - Diversity, equity and inclusion
 - Self-management
 - Effective communication
 - Negotiation
 - Digital Transformation
- ... and many more!**



Empower your team with cutting-edge management insights and foster a culture of continuous learning and growth.

Our content is designed to tackle today's most pressing leadership challenges, providing practical tools for immediate implementation.

**Click in the images below and enjoy
complimentary access to a curated selection
of content from our library**

Your access to WOBI includes:

4 Global Community & Networking

Local Networking

Join local in-person networking events to connect and share experiences with other leaders on key management and leadership topics.



Global Executive Community

With decision makers in more than 50 countries worldwide, your leadership team will have the opportunity to form part of an exclusive community of business leaders from around the world.

Exclusive Early Access Pricing

Offer valid until May 16th, 2025

Platinum

1
WOB I Access
Platinum
\$4,290

5
WOB I Accesses
Platinum
\$3,858
per access

10
WOB I Accesses
Platinum
\$3,429
per access

20
WOB I Accesses
Platinum
\$3,214
per access

Full price per access \$4,990

Gold

1
WOB I Access
Gold
\$3,090

5
WOB I Accesses
Gold
\$2,778
per access

10
WOB I Accesses
Gold
\$2,469
per access

20
WOB I Accesses
Gold
\$2,314
per access

Full price per access \$3,990

Your access to WOB I includes:		Platinum	Gold
World Business Forum Benefits	Access to World Business Forum New York 2025	<input type="radio"/>	<input checked="" type="radio"/>
	World Business Forums worldwide on demand	<input type="radio"/>	<input checked="" type="radio"/>
	300+ Hours of Digital Content	<input type="radio"/>	<input checked="" type="radio"/>
	Exclusive networking opportunities during the year	<input type="radio"/>	<input checked="" type="radio"/>
	Form part of an exclusive global community of leaders	<input type="radio"/>	<input checked="" type="radio"/>
	Lunch with speaker during World Business Forum	<input type="radio"/>	<input type="radio"/>
	Preferential seating	<input type="radio"/>	<input type="radio"/>
	Access to VIP lounge	<input type="radio"/>	<input type="radio"/>
	Dedicated registration	<input type="radio"/>	<input type="radio"/>

Join WOB I directly on our website (<https://wbf.wobi.com/wbf/wbf-nyc/>) or contact us at info.us@wobi.com for more details.



Offer valid until May 16th, 2025

World Business Forum NYC 2025

November 5th & 6th, 2025 | The Javits Center, NYC



WBF/NOV-04/2025

1 WOBI
ACCESS
PLATINUM:
\$4,290 USD

N° _____

5 WOBI
ACCESSES
PLATINUM:
\$3,858 USD

per access
N° _____

10 WOBI
ACCESSES
PLATINUM:
\$3,429 USD

per access
N° _____

20 WOBI
ACCESSES
PLATINUM:
\$3,214 USD

per access
N° _____

1 WOBI
ACCESS
GOLD:
\$3,090 USD

N° _____

5 WOBI
ACCESSES
GOLD:
\$2,778 USD

per access
N° _____

10 WOBI
ACCESSES
GOLD:
\$2,469 USD

per access
N° _____

20 WOBI
ACCESSES
GOLD:
\$2,314 USD

per access
N° _____

Personal Information

FIRST NAME: _____ LAST NAME: _____

EMAIL ADDRESS: _____ PHONE NUMBER: _____

COMPANY NAME: _____ POSITION: _____

ADDRESS: _____

Invoice Information

COMPANY NAME: _____

ADDRESS: _____ ZIP CODE: _____

Payment

To pay by credit card, please call (212) 812-9615
or leave your card information and we will send
you a receipt after the charge has been processed.

To pay by wire, please contact finance.us@wobi.com
To pay by check, please mail the check to
33 East 33rd Street, Suite 1102 New York, NY 10016

Credit card number: _____ Expiration (mm/yy): _____ Security code: _____

Credit card holder: _____ Visa Mastercard American express

HSM Americas Inc ("WOBI") grants the Buyer/Subscriber an annual-personal membership with access to a broad number of digital and in-person content ("Subscription" or "Membership"), valid for 1 (one) year, and subject to the terms, conditions, and benefits set forth in this document as well as in this website wobi.com/wbf-nyc. Among these benefits, the Subscriber will have the right to attend the World Business Forum NYC 2025 ("WBF").

Cancellation and Refund Policy: Buyer/Subscriber might transfer its entrance to WBF by informing it to WOBI (by writing) with at least 5 (five) days prior to the date of the corresponding WBF. If any Buyer/Subscriber is unable to attend the WBF for the current year, the Buyer/Subscriber will have the right to attend the WBF of the following consecutive year ("Next WBF"), along with one (1) additional person as a guest/companion, provided that Buyer/Subscriber shall: i) notify WOBI in writing at least 45 (forty-five) days prior to the date of the WBF of the current year; ii) renew Buyer/Subscriber's Membership for the following year; and iii) the Membership shall be valid at the time of attending the Next WBF. Buyer/Subscriber will be able to cancel its Membership by submitting a written cancellation notice to WOBI with at least 45 (forty-five) days prior to the date of the WBF. WOBI will process a refund to the Buyer/Subscriber in accordance with these calculations: WOBI will divide the yearly amount paid by Buyer/Subscriber for the acquisition of its Membership into 12 (twelve) equal installments, so the amount to be refunded by WOBI will be the result of multiplying the value of 1 (one) installment times the remaining months of its Membership's term. The Membership is non-cancelable once the User has attended the corresponding WBF or transferred the ticket to another person. If cancellation submission complies with all the aforementioned requirements, therefore WOBI will process the refund within 60 (sixty) calendar days following receipt of the submission.

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