



# WOBI

Exclusive Access to  
**World Business Forum Sydney**  
and Enjoy 365 Days of Inspiration


World  
Business  
Forum



SYDNEY

**11&12** November  
2025

ICC Sydney



# WOBI

*Inspiring Ideas*

Register for **World Business Forum Sydney** 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:



**11&12** November  
2025  
ICC Sydney


**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**

Superchange your organisation.

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



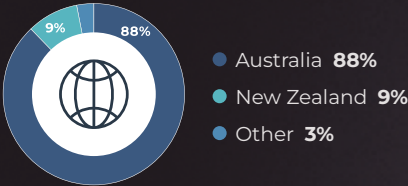
**NETWORKING**

Expand your inner circle.

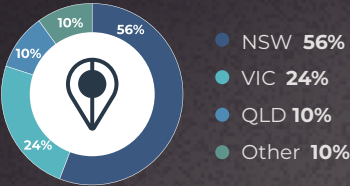
Rub shoulders with over 2,500 decision-makers, innovators, and industry leaders.

# World Business Forum Sydney 2024 Statics

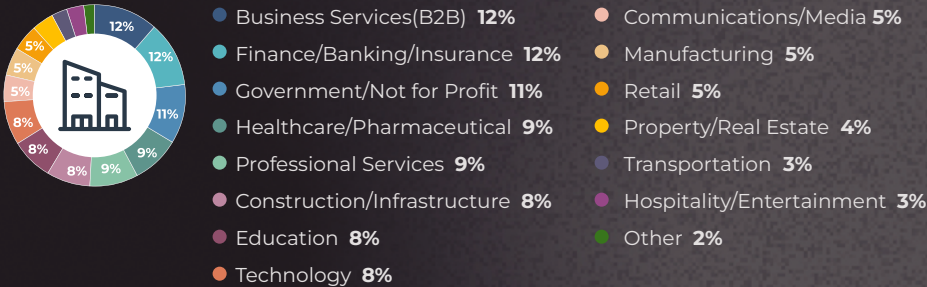
## BREAKDOWN BY COUNTRY



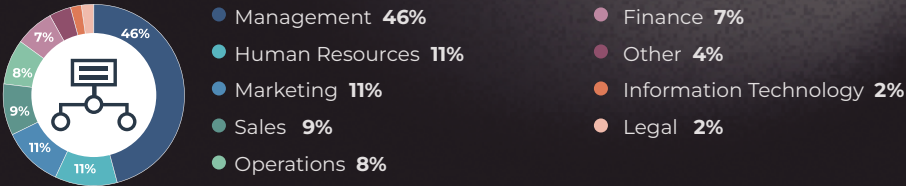
## BREAKDOWN BY STATE



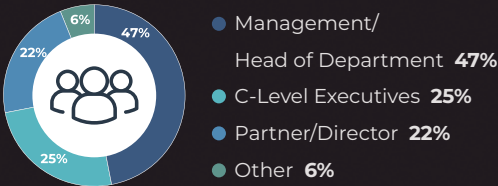
## BREAKDOWN BY INDUSTRY



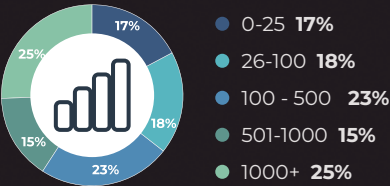
## BREAKDOWN BY DEPARTMENT



## BREAKDOWN BY TITLE



## BREAKDOWN BY COMPANY SIZE





# HIGH PERFORMANCE

## Michael Phelps

*One of the world's most admired athletes and the most decorated Olympian of all time, Phelps has a total of 28 medals, 23 of which are gold. Since retiring from competitive swimming, Phelps has also been actively involved in mental health awareness and promotion.*



### SUSTAINING HIGH PERFORMANCE

- *Insights on goal setting and the mindset necessary to prepare for success*
- *Facing failure and self-doubt: Lessons learnt from when times were toughest*
- *Staying motivated: Developing the desire to keep setting the bar higher year after year*
- *The importance of raising awareness around mental health and personal wellbeing to sustain high performance*



## LEADERSHIP

## Amy Edmondson

*The world's number one ranked management thinker, Edmondson is the world's leading authority on Psychological Safety and a professor at Harvard Business School. A multi-bestselling author, her most recent publication "Right Kind of Wrong", won the Financial Times Business Book of the Year 2023.*

### PSYCHOLOGICAL SAFETY: UNLOCKING GROWTH THROUGH INTELLIGENT FAILURE

- *How to nurture an environment where employees feel safe and empowered*
- *Improve learning, cooperation and performance by fostering a culture of psychological safety*
- *How leaders can transform their perspective on setbacks by embracing the intelligent failures that are vital to innovation*
- *Tailored practices, skills and mindsets for taking smart risks and using mistakes as springboards for profound learning and competitive differentiation*

# CREATIVITY

## Guy Kawasaki

*A seasoned professional in Silicon Valley with over thirty years of experience, Guy Kawasaki has served as Chief Evangelist at Apple, and as a trustee of the Wikimedia Foundation. Currently, he is Chief Evangelist at Canva, and hosts the podcast Remarkable People.*



### THE JOURNEY TO REMARKABLE

- *Actionable strategies to cultivate creativity, anticipate emerging trends, and drive the next breakthrough innovation*
- *Keys to turning ideas into thriving, high-growth businesses*
- *How to build innovative teams by encouraging diverse and creative thinking*
- *Embracing experimentation, failure, and persistence as vital parts of the creative process*



## INNOVATION: TESLA CASE

### Jon McNeill

*A visionary leader and innovator, Jon McNeill is the former President of Tesla Motors and current Managing Director at DVx Ventures. In 2018, he became COO at Lyft and presently serves on several boards of companies including General Motors, Lululemon and Stash Financial.*

### LESSONS ON TRANSFORMATION AND GROWTH FROM INSIDE TESLA

- *Disruption, transformation and the Tesla case: The electric car everyone is watching*
- *Sleeping in the Tesla factory: Experiences and lessons learned with Elon Musk*
- *How to generate a culture of trust and accountability among employees*
- *Detecting and promoting disruptive and transformative ideas within your organisation: How to create an idea's factory*

# AI STRATEGY

## Ayanna Howard

*Pioneering innovator, entrepreneur and inventor of robotic technologies and AI for industry, Ayanna Howard is a former senior robotics researcher and engineer at NASA, current Dean of Engineering at The Ohio State University and co-founder and board director of Zyrobotics. She is also the author of the best-selling audiobook *Sex, Race, and Robots: How to Be Human in the Age of AI*.*



### 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*



# TALENT

## Darren Shand

*All Blacks Manager for more than two decades, Darren was the driving force behind creating and maintaining the culture that shaped the New Zealand All Blacks into the world's most successful international sports team. After retiring from that position, Shand founded the consultancy Winning Teams.*

### ELEVATING COLLECTIVE POTENTIAL TO BUILD WINNING TEAMS

- *How to create a tailored approach to team dynamics for optimal performance*
- *Understanding the significance of compatibility and shared values in team selection*
- *Strategies for fostering a supportive and collaborative environment within teams*
- *The role of human dynamics in shaping resilient and talent*



# 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*



## BUSINESS TRANSFORMATION

### Peter Wilton

*Marketing Professor at UC Berkeley, Peter Wilton is a leading expert in strategy, digital transformation, and customer experience who empowers organisations to maintain their relevance and leadership in rapidly evolving markets. Alongside his academic career, he has held key roles as Senior Product Manager at Colgate and Chief Operating Officer at Myer Pacific Holdings.*

### MAPPING DIGITAL TRANSFORMATION

- *The new realities and challenges of competing in a digital world: What leaders need to know to navigate disruption*
- *The Digital Transformation Road Map: Redefining business models, unlocking opportunities, and shaping a vision for the future*
- *Rethinking customer value: Key strategies for long-term market leadership*
- *Future-proofing your business: Crafting a digital strategy and fostering strategic innovation to stay ahead*



## 11 Wednesday November 2025

### AMY EDMONDSON

#### Leadership

Coffee Break

### DARREN SHAND

#### Talent

Lunch

### AYANNA HOWARD

#### AI Strategy

Coffee Break

### GUY KAWASAKI

#### Creativity

## 12 Thursday November 2025

### JON MCNEIL

#### Innovation: Tesla Case

Coffee Break

### RENEE RICHARDSON GOSLINE

#### Customer Experience Strategy

Lunch

### PETER WILTON

#### Business Transformation

Coffee Break

### MICHAEL PHELPS

#### High Performance

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:



Simone  
Biles



Nouriel  
Roubini



Anne  
Chow



Peter  
Diamandis



Amy  
Cuddy



Adam  
Grant



Amal  
Clooney



Brené  
Brown



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:

## **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 23rd, 2025

## Platinum

1

WOBI Access  
Platinum

\$3,490 + GST

5

WOBI Accesses  
Platinum

\$3,290 + GST  
per access

10

WOBI Accesses  
Platinum

\$2,990 + GST  
per access

Full price per access \$5,000 + GST

## Gold

1

WOBI Access  
Gold

\$2,890 + GST

5

WOBI Accesses  
Gold











\$2,690 + GST  
per access

10

WOBI Accesses  
Gold

\$2,390 + GST  
per access

Full price per access \$4,000 + GST

Your access to WOBI include:		Platinum	Gold
World Business Forum Benefits	Access to World Business Forum Sydney 2025		
	World Business Forums worldwide on demand		
	300+ Hours of Digital Content		
	Exclusive networking opportunities during the year		
	Get personalised content and inspiration selected just for you		
	Form part of an exclusive global community of leaders		
	Free onsite parking		
	Preferential seating		
	Exclusive networking lunch with speaker		
	Dedicated registration		

Purchase WOBI Memberships for your team directly on our website (<https://wbf.wobi.com/wbf/wbf-sydney/>) or contact us at [info.au@wobi.com](mailto:info.au@wobi.com) for more details.

Prices valid until May 23rd, 2025

World Business Forum Sydney 2025

11 - 12 November 2025 | ICC Sydney



WBF/MDA/2024

Registration Form

Promo Code:

NAME:  POSITION:

COMPANY:  INDUSTRY:  No. OF EMPLOYEES:

BEST POSTAL ADDRESS:  COUNTRY:

MOBILE NUMBER:  EMAIL:

Pricing (Prices valid until May 23rd, 2025)		
1 WOBI Access Gold:	5 WOBI Accesses Gold:	10 WOBI Accesses Gold:
\$2,890 + GST per ticket	\$2,690 + GST per ticket	\$2,390 + GST per ticket
Attendees <input type="text"/>	Attendees <input type="text"/>	Attendees <input type="text"/>
1 WOBI Access Platinum:	5 WOBI Accesses Platinum:	10 WOBI Accesses Platinum:
\$3,490 + GST per ticket	\$3,290 + GST per ticket	\$2,990 + GST per ticket
Attendees <input type="text"/>	Attendees <input type="text"/>	Attendees <input type="text"/>
1 WOBI Access Digital:	5 WOBI Accesses Digital:	10 WOBI Accesses Digital:
\$990 + GST per ticket	\$940 + GST per ticket	\$890 + GST per ticket
Attendees <input type="text"/>	Attendees <input type="text"/>	Attendees <input type="text"/>

For group rates of 10+ tickets, contact us on 1300 306 650 or info.au@wobi.com

Payment Options

CREDIT NUMBER:  EXPIRATION DATE:

CREDIT CARD HOLDER:

1% surcharge applies for credit cards

Business Executive Education Pty Ltd ("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 wbf.wobi.com/wbf-sydney/. Among these benefits, the Subscriber will have the right to attend the World Business Forum Sydney 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 User is unable to attend the WBF for the current year, the User 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 User 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 User'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 calculation: 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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