



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.



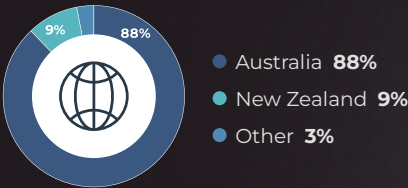
NETWORKING

Expand your inner circle.

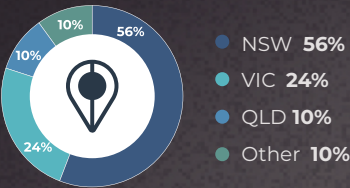
Rub shoulders with over 2,500 decision-makers, innovators, and industry leaders.

World Business Forum Sydney 2024 Statics

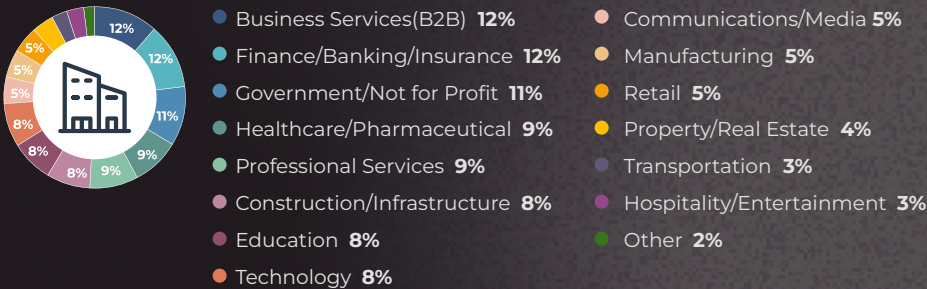
BREAKDOWN BY COUNTRY



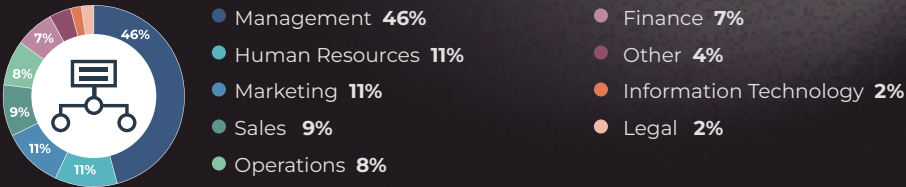
BREAKDOWN BY STATE



BREAKDOWN BY INDUSTRY



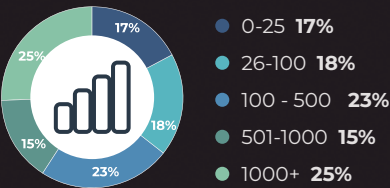
BREAKDOWN BY DEPARTMENT



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 EXCELLENCE: RESILIENCE, MINDSET, AND MENTAL STRENGTH

- *Build lasting resilience and inner strength by embracing adversity, and cultivating the mindset needed for enduring success*
- *Facing and overcoming failure, setbacks and self-doubt: Lessons learnt from when times were toughest*
- *Develop the mindset and strategies needed to stay motivated as times change and goals shift*
- *Prioritizing mental health and well-being as a foundation for sustaining excellence and long-term success*



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 empowered to take the initiative, drive change and thrive - even in uncertain and evolving environments*
- *Building psychological safety into everyday work and decision-making: Keys to fostering learning, collaboration and high performance*
- *How leaders can reframe their perspective on setbacks: Embracing intelligent failures as for fuel innovation, adaptability and growth*
- *Equipping teams with the skills and mindset to take smart risks and drive competitive advantage in times of change*

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.



CREATIVITY UNLEASHED: YOUR COMPETITIVE EDGE IN AN AI-DRIVEN FUTURE

- Actionable strategies to cultivate creativity, anticipate emerging trends, and drive the next breakthrough innovation
- How creative thinking can outpace technology in the race for relevance
- Building resilient, innovative teams through diverse thinking and continuous learning
- Failing forward: How embracing experimentation accelerates breakthrough innovation



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.

TESLA'S CROSS-INDUSTRY FRAMEWORK FOR SCALABLE INNOVATION

- *Radical Simplification: A practical framework for making innovation intentional, repeatable, and applicable in any organisation*
- *Inside Tesla: Real-world lessons on driving business transformation—from the factory floor to the boardroom*
- *Keys to building a culture of trust, accountability, and experimentation that empowers teams to question assumptions and challenge the status quo*
- *How any company can become an “idea factory”: Turning disruption into a driver of continuous innovation, growth, and lasting competitive edge*

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.



LEVERAGING THE TRANSFORMATIONAL POWER OF AI

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



TALENT MANAGEMENT

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

- *Lessons from inside the All Blacks team: Building a culture that inspires excellence, elevates performance, and sustains success over time*
- *How to create a tailored approach to team dynamics for optimal performance when the pressure is greatest*
- *Understanding the significance of compatibility and shared values for effective recruitment*
- *Strategies for fostering a supportive, collaborative environment that both empowers individuals and amplifies collective potential*

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.



HUMANIZING AI: DESIGNING UNFORGETTABLE CUSTOMER EXPERIENCES

- *Key principles of a successful customer experience strategy: Balancing data-driven insights with human emotion*
- *Turning friction into opportunity: The art of crafting memorable interactions*
- *Ethical AI and inclusive leadership: Strategies to craft unbiased, customer-centric experiences that resonate with all clients*
- *Building a culture of innovation through behavioural 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.

LEADING IN THE NEW ERA OF 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*

AGENDA

ICC Sydney

11 Tuesday
November 2025

AMY EDMONDSON

Leadership

Coffee Break

DARREN SHAND

Talent

Lunch

AYANNA HOWARD

AI Strategy

Coffee Break

GUY KAWASAKI

Creativity

12 Wednesday
November 2025

JON MCNEIL

Innovation: Tesla Case

Coffee Break

RENEE RICHARDSON GOSLINE

Customer Experience Strategy

Lunch

PETER WILTON

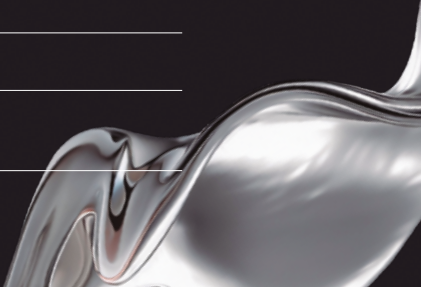
Business Transformation

Coffee Break

MICHAEL PHELPS

High Performance

*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:



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 September 26th, 2025

Platinum

1

WOBI Access
Platinum

\$3,890 + GST

5

WOBI Accesses
Platinum

\$3,390 + GST
per access

10

WOBI Accesses
Platinum

\$3,290 + GST
per access

Full price per access \$5,000 + GST

Gold

1

WOBI Access
Gold

\$3,190 + GST

5

WOBI Accesses
Gold

\$2,890 + GST
per access

10

WOBI Accesses
Gold

\$2,590 + 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 for more details.

Corporate Package

Offer valid until September 26th, 2025

PLATINUM

50

Accesses

\$110,000

+ GST

GOLD

50

Accesses

\$80,000

+ GST

PLATINUM	GOLD
Branded reserved seating	Branded reserved seating
200 Additional virtual access for your team	200 Additional virtual access for your team
Co-branded certificate of attendance	Co-branded certificate of attendance
Meet & Greet with speaker	Meet & Greet with speaker
Reserved tables at the Platinum lunch	Reserved tables at the Platinum lunch

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 for more details.



Prices valid until September 26th, 2025

World Business Forum Sydney 2025

11 - 12 November 2025 | ICC Sydney



WBF/ND6/2025

Registration Form

Promo Code:

NAME: _____ POSITION: _____

COMPANY: _____ INDUSTRY: _____ No. OF EMPLOYEES: _____

BEST POSTAL ADDRESS: _____ COUNTRY: _____

MOBILE NUMBER: _____ EMAIL: _____

Pricing (Prices valid until September 26th, 2025)

1 WOBI Access Platinum: \$3,890 + GST per ticket Attendees _____	5 WOBI Accesses Platinum: \$3,390 + GST per ticket Attendees _____	10 WOBI Accesses Platinum: \$3,290 + GST per ticket Attendees _____
1 WOBI Access Gold: \$3,190 + GST per ticket Attendees _____	5 WOBI Accesses Gold: \$2,890 + GST per ticket Attendees _____	10 WOBI Accesses Gold: \$2,590 + GST per ticket Attendees _____
1 WOBI Access Digital: \$1,290 + GST per ticket Attendees _____	5 WOBI Accesses Digital: \$1,240 + GST per ticket Attendees _____	10 WOBI Accesses Digital: \$1,190 + GST per ticket Attendees _____

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/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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Supporting Sponsors

Supporting Partners



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Sydney NSW 2000



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