

INSPIRING LEADERS EVERY DAY OF THE YEAR

Major Sponsor
The Power
mediolanum

World
Business
Forum | MILANO



WOB



Dear Colleague,

*In a business environment defined by rapid disruption and unprecedented transformation, the organizations that continue to **invest in executive leadership development** are the ones that have an edge in today's market.*

*For more than 35 years, WOBI has been the trusted partner to senior leaders around the world and our flagship World Business Forum has become the **most influential annual leadership gathering in Italy**, recognized by **Forbes as one of the Top 5 Leadership Summits globally to attend**.*

*We also know that leaders need more than inspiration **once a year**.*

*That is why registration for the **2026 World Business Forum** also includes an **enhanced year-round Membership experience**, designed to extend the impact far beyond your two days in Milan:*

- **On-demand access to all World Business Forums worldwide**
- **300+ hours of premium digital content** from the world's foremost business and innovation leaders
- **Access to special in-person content sessions** curated exclusively for WOBI Members to learn and connect throughout the year

WOBI is not just an "event." It is a strategic partnership in your leadership development agenda.

*We invite you to invest in the future of your organization with WOBI and the World Business Forum, providing your leaders with **continuous learning inspiration, and connection**.*

Yours faithfully,




Ana Mazzeo
Managing Director WOBI Italy


Register for the World Business Forum Milan and Join WOBI

In addition to enjoying two days at the **World Business Forum Milan 2026**, your registration also includes year-round access to the world's best management content and to a global community of executives.

Your WOBI Membership also includes these **additional benefits**:



Access to World Business Forum Milan



On-Demand Access to
All World Business Forums



300+ Hours
of the Best
Management
Content



Exclusive
Networking
Opportunities

World Business Forum Milan 2026

Over 20 years inspiring the global
executive community!

+96%
OF ATTENDEES
RECOMMEND

+25.000
COMPANIES
WORLDWIDE


+160.000
ATTENDEES AROUND
THE WORLD



LEARNING

Learn from
renowned leaders
and experts.

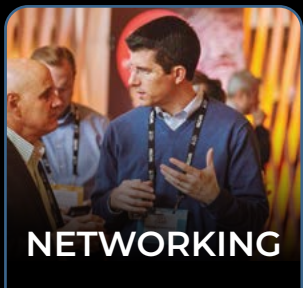
Tackle today's most
pressing leadership
challenges.



INSPIRATION

Empower your
organization.

Gain innovative ideas
and turn them into
action.



NETWORKING

Expand your
professional
network.

Connect with more
than 1,200 leaders and
decision-makers.

TRANSCEND

Building Limitless Organizations

Transcending is more than just being resilient. It requires a solid foundation and a constant pursuit of potential, repeatedly pushing beyond the limits of what we believe is possible.

This year, we're coming together to explore the architecture of organizations that have mastered a unique dual strength: they are deeply rooted in a purpose capable of weathering storms, and at the same time, they know no bounds when it comes to driving innovation and growth.

At World Business Forum 2026, we explore how to build organizations designed to transcend:



The Roots of Evolution (Strategy & Purpose)

How to align vision and values to create an identity that survives market cycles.



The Engine of Potential (Innovation & Systems):

How to build structures that adapt, evolve, and unlock new value in a digital age.



The Legacy of Leadership (People & Culture)

How to lead for the long term—maximizing human capability to ensure the organization endures beyond any single career..

Do not just manage the present. Transcend it.

LEADERSHIP

Justin Trudeau

An advocate for equity, inclusion, and sustainability, Justin Trudeau served as Canada's 23rd Prime Minister from 2015 to 2025, becoming the country's second-youngest Prime Minister. Before entering politics, he worked as a teacher, and today continues to drive positive change through leadership grounded in empathy, purpose and fairness.



Leading Change

- Navigating uncertainty: A practical approach for leading and making hard decisions in times of crisis
- Purpose-driven leadership: Harnessing the power of purpose to inspire meaningful change in society
- Building a more equitable world: What governments and business can do
- The next-gen advantage: Why elevating younger leaders strengthens team performance and business results



GROWTH STRATEGY

Rita McGrath

Rita McGrath, professor at Columbia Business School, is a leading authority on innovation and growth, advising CEOs and Fortune 500 companies worldwide. She is the author of five books, including the bestsellers *The End of Competitive Advantage* and *Discovery Driven Growth*.

The New Strategy Playbook for Competing in a Tech-Shift Era

- Tech shifts, new rules: Rethink how you organize, build business models, and compete for the next wave of growth
- Breaking barriers: align teams, foster collaboration, and accelerate execution
- Empower growth at scale: Enable teams across the organization, not just decisions at the top
- Get ahead of technological disruption: Recognize repeat patterns of change—and act earlier

HIGH PERFORMANCE

Carl Lewis

Recognized as one of the most successful athletes in history, Carl Lewis is a track and field legend, world-record breaker, and ten-time Olympic medalist. Named Sportsman of the Century by the International Olympic Committee, he has redefined consistency and longevity by sustaining peak performance over decades.



The “I Can Do That” Mindset

- Talent is just the start: What it takes to develop a champion mindset, overcome the odds and sustain success over the long term
- The “I Can Do That” Mindset: Developing the mental strength to give you the edge when the pressure is on
- Staying motivated: How to maintain the desire to keep setting the bar higher year after year
- Don't focus on being at the top, but on being better: Lessons from an Olympic champion in driving continuous improvement



TALENT

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* to become one of the two most influential business books of the 20th Century, according to CEO Magazine.

Trust and Inspire: Unleashing Greatness in Others

- Why the old rules of leadership no longer apply and fail to unleash human potential
- A comprehensive framework for shifting from 'Command and Control' to a 'Trust and Inspire' leadership style
- How trust and collaboration are and will be the foundation of the future of work
- Creating the conditions that turn potential into performance, where people flourish and grow

AI STRATEGY

Zack Kass

Zack Kass has over a decade in AI leadership, most recently as Head of Go-To-Market at OpenAI where he spearheaded sales and partnerships, turning research into deployable business solutions. He has also served as an advisor and VP of Revenue at Lilt, as well as VP of Sales and Customer Success at Figure Eight.



AI Strategy Simplified

- AI Strategy Simplified: Demystifying AI's complexity with an actionable roadmap for its implementation
- Redefining Intelligence: Preparing for a world where intelligence is unmeasured—and rethinking what it means to be human in the process
- Beyond the hype: Turning AI's ethical and societal dilemmas into strategic value
- A world of opportunities: A pragmatic guide to future-proofing your business by fostering resilience, adaptability, and innovation



CREATIVITY

Paola Antonelli

Paola Antonelli is the Senior Curator of Architecture and Design and founding Director of Research and Development at New York's Museum of Modern Art (MoMA). She has curated exhibitions and collaborated with institutions around the world such as the Triennale di Milano and the Biennale di Venezia.

Creativity as a Competitive Advantage

- Why creativity is now a core business strategy for solving new challenges, thinking differently, and staying curious in the face of constant change
- What art can teach business: bold lessons on innovation, resilience, and pushing boundaries
- Where design, technology, and humanity meet: imagining a better future for business
- Building resilient, innovative teams through diverse thinking and continuous learning

INNOVATION

Chris Barton

Chris Barton is the founder of Shazam and served as its CEO until its \$400M acquisition by Apple. A passionate innovator, he spent eight years at Google as the first mobile-focused employee and later helped grow Dropbox's mobile business globally. He holds 12 patents and is the founder of Guard, an AI venture making digital experiences safer and smarter.



Starting from Zero: The Shazam's Journey to Transform Ideas into Innovation

- The Start from Zero framework: Discover four unconventional ways of thinking used by history's greatest innovators like Steve Jobs, Henry Ford, and Leonardo da Vinci - to systematically disrupt industries and challenge the status quo
- Bring "impossible" ideas to life: Harness technology to imagine the future, challenge conventional limits, and turn bold, ahead-of-its-time ideas into reality
- Turning obstacles into breakthroughs: Eliminating friction and prioritizing effectively to drive bold innovations that impact billions and enhance customer interactions
- The mindset to create the next great companies: How to convert bold visions into game-changing products that redefine industries, inspired by Shazam



WINNING TEAMS

Gianluigi Buffon

Gianluigi "Gigi" Buffon is widely regarded as one of the greatest goalkeepers in the history of football. Over a professional career spanning nearly three decades, the Italian icon became synonymous with consistency, leadership, and extraordinary shot-stopping ability

Building Winning Cultures

- Setting direction without control: how leaders shape teams from within
- Trust and cohesion under pressure: creating unity in moments of uncertainty
- Leading across generations: aligning veterans and new talent around a shared mindset
- Shaping team culture through behavior and voice: setting standards and stabilizing the team in key moments

RELATIONSHIP MANAGEMENT

Amy Gallo

Amy Gallo is a coach and leading expert in conflict resolution and workplace dynamics. She is also a contributing editor at the Harvard Business Review and author of *Getting Along: How to Work with Anyone (Even Difficult People)*.



Managing Difficult Workplace Relationships

- How to manage conflict and change in ways that spark innovation, collaboration, trust, and engagement
- Why healthy disagreements are essential for high-performing teams – and how to foster them effectively
- A four-step framework for conflict resolution: key strategies to turn friction into fuel for growth
- How to build psychological safety through care, consistency, and candor, creating a space where everyone feels safe to speak up and learn



BRAND STRATEGY

Marcus Collins

Award-winning marketer and expert on brand strategy, Marcus Collins is Chief Strategy Officer at Wieden+Kennedy New York, and Professor at the Ross School of Business, University of Michigan. He is also the author of *For The Culture*.

The Future of Brands

- Why culture is the most powerful vehicle for influencing behavior and what this means for brands
- The six levels of brand power, from simple awareness to ideology, and how brands evolve through them
- How empathy enables leaders to understand customers beyond data and influence behavior authentically
- From Beyonce to the Fortune 500: Practical lessons from the field on why the strongest brands don't just follow culture – they lead it

300+ Hours of the Best Management Content

Access all of WOBI's digital content through our app, where you can learn from and be inspired by some of the world's leading management experts.

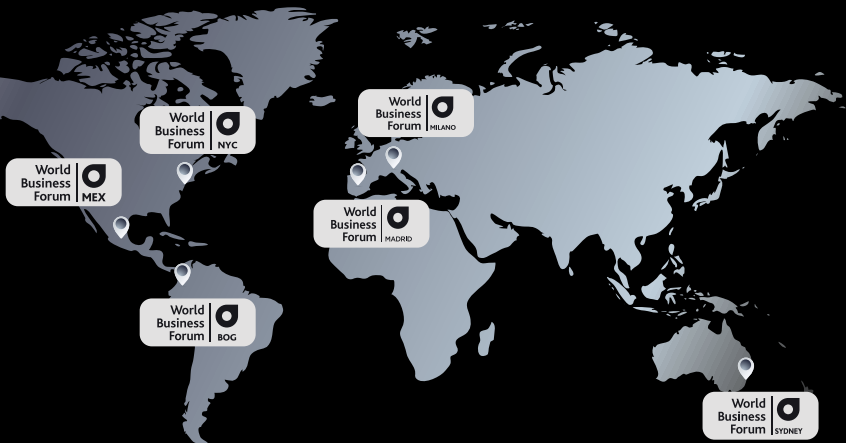




Access to All World Business Forums

In addition to your access to the **World Business Forum Milan 2026**, enjoy 30 days of on-demand access to recordings from every World Business Forum around the world.

You'll also have year-round access to the most outstanding content from past editions.



Learn from some of the world's leading thinkers who will participate in upcoming World Business Forums in 2025:

Peter Diamandis



Ayanna Howard



Amy Edmondson



James Clear



Seth Godin



Michael Phelps



Simone Biles



Scott Galloway



And many more!



Exclusive Networking Opportunities

Join an exclusive community of leaders from more than 50 countries, where you and your team can exchange ideas, broaden your perspective, and amplify your global impact.



In addition, take part in content and networking events held nationwide to connect with other strategic leaders and share experiences on the major challenges of management and leadership.



SPECIAL OFFER

Valid until May 22nd, 2026

PLATINUM

Full price: € 3.700 + VAT cad.

1
Iscrizione
3.700 €
+ IVA

SOLD OUT

5
Iscrizioni
18.500 €
+ IVA cad.

SOLD OUT

10
Iscrizioni
37.000 €
+ IVA cad.

SOLD OUT

Iscriviti alla Waiting List Platinum scrivendo a marketing.it@wobi.com

GOLD

Full price: 2.900€ + IVA cad.

1
Iscrizione
2.295 €
+ IVA

5
Iscrizioni
2.065 €
+ IVA cad.
Full price: 2.900€ + VAT cad.

10
Iscrizioni
1.895 €
+ IVA cad.
Full price: 2.900€ + VAT cad.

World Business Forum Benefits

	PLATINUM	GOLD
All World Business Forums 2026 worldwide on demand	SOLD OUT	●
365 days of digital content	SOLD OUT	●
Global community & networking events	SOLD OUT	●
Pass for the World Business Forum Milan 2026	SOLD OUT	●
Lunch and coffee breaks for networking	SOLD OUT	●
Financed by major Fondi Interprofessionali per la Formazione Continua	SOLD OUT	●
Access to the Platinum Lounge	SOLD OUT	
Pass delivery before the event wherever you want	SOLD OUT	
Reserved and numbered seat in the front rows	SOLD OUT	

Hotel Partner



Official Library



Charity Partner



Strategic Partner



Media Partner



Special Offer Valid until May 22nd, 2026

World Business Forum Milan 2026

18 & 19 november 2026 | Allianz MiCo Milano Congressi



WB/FM/DE/EN/ON/11/2026

1 ISCRIZIONE
PLATINUM
N° _____ IVA

5 ISCRIZIONI
PLATINUM
N° _____ IVA CAD.

10 ISCRIZIONI
PLATINUM
N° _____ IVA CAD.

1 ISCRIZIONE
GOLD:
2.295 € + IVA
N° _____

5 ISCRIZIONI
GOLD:
2.065 € + IVA CAD.
N° _____

10 ISCRIZIONI
GOLD:
1.895 € + IVA CAD.
N° _____

Personal information

NAME: _____ SURNAME: _____
 JOB TITLE: _____ COMPANY: _____
 TELEPHONE: _____ E-MAIL: _____
 ADDRESS: _____ ZIP CODE: _____
 CITY: _____ PROVINCE: _____ COUNTRY: _____

Invoice Information

BUSINESS NAME: _____ TELEPHONE: _____
 REGISTERED OFFICE ADDRESS: _____ COMPANY: _____
 CITY: _____ PROVINCE: _____ COUNTRY: _____
 VAT: _____

BILLING CONTACT

SURNAME: _____ NAME: _____
 TELEPHONE: _____ E-MAIL: _____ PO: YES NO

Payment

PAYMENT DATE: _____ EXPIRATION (MM/YY): _____
 CREDIT CARD NUMBER: _____ SECURITY CODE: _____
 CREDIT CARD HOLDER: _____ VISA MASTERCARD AMERICAN EXPRESS

BANK TRANSFER TO HSM ITALIA SRL, INDICATING WBF 2026 AND NAMES / PARTICIPATING COMPANY.
 UNICREDIT: COD. IBAN: IT 50 F 02008 01604 000106943993 / COD. BIC: UNCRITM1204

1- HSM Italia Srl ("WOFI") 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 <https://wbf.wofi.com/it/wbf/wbf-milano>. Among these benefits, the Subscriber will have the right to attend the World Business Forum Milano 2026 ("WBF"). Cancellation and Refund Policy: Buyer/Subscriber might transfer its entrance to WBF by informing it to WOFI (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 WOFI 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. Furthermore, in the event that the WBF corresponding to the Subscriber's Membership is canceled, modified, or cannot take place due to force majeure, unforeseeable circumstances, or events beyond WOFI's control (including, but not limited to, pandemics, natural disasters, terrorism, civil unrest, or government restrictions), WOFI will not be obligated to provide any refund for the amounts paid by the Buyer/Subscriber in connection with their Membership.

Information pursuant to Article 13 of the GDPR (EU Regulation No. 2016/679) - Protection of Privacy. The data controller of your personal data is the HSM Italia Srl organization (hereinafter "WOFI"), VAT number 04135570960, with operational offices in Via Fontana 18, 20122 Milano. WOFI informs that the personal data collected with the registration form will be processed 1) to participate, if desired and with previous consent, in initiatives organized by the Sponsors during the event. In this case, the personal data will be communicated, via methods, even automated, strictly necessary for such purpose; 2) for the communication, if desired and with previous consent, of commercial information via about products and services offered by WOFI, a company of the same group and Sponsors of an initiative. The legal basis for the processing of personal data is the execution of this contract and, for participation in initiatives by the Sponsors and for commercial communications, the express consent given by marking the relevant boxes at the end of this information. Personal data will not be disclosed to third parties, except in the cases mentioned above and provided for by law, and will be kept until a mutual interest exists and up to an express opposition by the interested party to the processing. It is possible to revoke your consent to receive commercial communications at any time and exercise your rights of access, rectification, cancellation, opposition, storage, limitation of data processing and portability by sending a written communication to WOFI to the postal address of the operative offices in Via Fontana 18, 20122 Milan or to the email address info.it@wofi.com. In particular, we inform you of your right to present a complaint to the Control Authority if you consider that the processing is not compliant with the current legislation. To consult the complete information, please visit our website www.wofi.com/privacy-policy/

Read and understood the terms and privacy conditions, I

- Consents Do not consent to the processing of my personal data to participate in initiatives organized by the Sponsors during the event, in this case, as described in point 1) of this information
- Consents Do not consent to the processing of my personal data for the communication of commercial information via about products and services offered by WOFI, a company of the same group and Sponsors of an initiative, as described in point 2) of this information

Date: _____ Signature _____

SIGNATURE AND STAMP

WOFI ITALIA Tel.: 800 93 94 36 | Fax: 800 94 93 72 | info.it@wofi.com | wofi.com
 HSM Italia Srl Uninominale - P. IVA: 04135570960. Sede operativa: Via Fontana 18 - 20122 Milano



Major Sponsors



The Power of Energy



Supporting Sponsors



Official Airline



Academic Partner



PR & Creative Partner



Featured Sponsors



WOBI ITALIA

Tel.: 800 93 94 36 | info.it@wobi.com | wobi.com

Via Fontana 18 - 20122 Milano

WOBI
Inspiring Ideas