

13-14 November
2024
ICC Sydney

World Business Forum



SYDNEY

**The meeting point for
executives**

◆ **Andre Agassi**
HIGH PERFORMANCE

◆ **Gary Hamel**
STRATEGY

◆ **The Rt. Hon.
Dame Jacinda Ardern**
DIVERSITY & EMPOWERMENT

◆ **Nouriel Roubini**
APAC & THE GLOBAL
ECONOMY

◆ **Welby Altidor**
CASE CIRQUE DU SOLEIL -
CREATIVITY

◆ **Radhika Dirks**
GENERATIVE AI

◆ **Marcus Collins**
BRAND STRATEGY

◆ **Lisa MacCallum**
TALENT

What is the World Business Forum?

A two-day event that brings together thousands of senior-level decision makers from across all organisations to learn from some of the world's most renowned business figures.

Offering a unique blend of ideas and inspiration, the World Business Forum focuses on the issues most relevant to today's businesspeople, stimulating new thinking and motivating action.



**Inspiring
keynote sessions**

**Actionable
ideas**

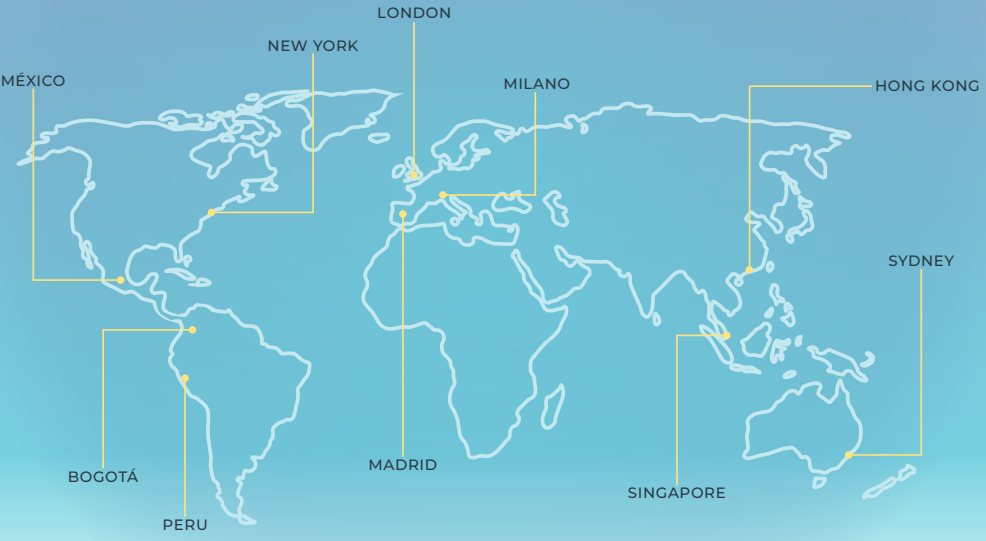
**Unique
networking
opportunities**



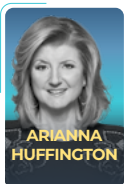
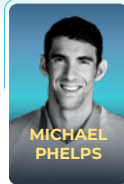
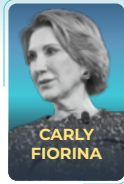
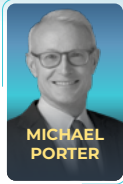
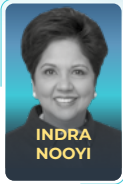
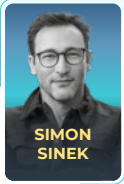
20 YEARS INSPIRING THE GLOBAL EXECUTIVE COMMUNITY

26,000+ 
Participating companies

159,000+ 
Global attendees



PREVIOUS SPEAKERS



**WORLD BUSINESS FORUM IS THE
LEADING EXECUTIVE EDUCATION
PLATFORM FOR TOP EXECUTIVES
FROM AROUND THE WORLD.**



WHO WILL PARTICIPATE?

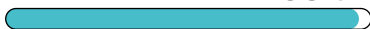
- ◇ Over 2,000 Senior Executives representing more than 500 organisations from Australia and New Zealand attend the World Business Forum each year.
- ◇ From executive teams of publicly traded multinationals to the owners of small and medium sized enterprises, the Forum offers ideas and inspiration to decision makers from across all industries.

2023
highlights



2023 STATISTICS

98%



of our attendees would attend again.

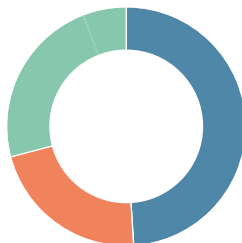
96%



of them would recommend the event to a colleague or a friend.

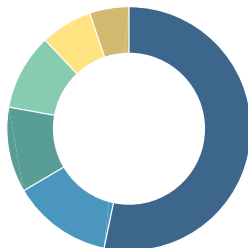
BREAKDOWN BY TITLE CATEGORY

- ◆ 49% Manager / Head of Department
- ◆ 24% Partner / Director
- ◆ 27% C-Level Executives



BREAKDOWN BY DEPARTMENT

- ◆ 53% Management
- ◆ 12% Sales / Marketing
- ◆ 11% Human Resources
- ◆ 10% Operations / Information Technology
- ◆ 8% Finance / Legal
- ◆ 6% Other



BREAKDOWN BY INDUSTRY

- ◆ 12% Financial Servicing / Banking / Insurance
- ◆ 12% Business Services (B2B)
- ◆ 11% Professional Services
- ◆ 11% Government / Not for Profit
- ◆ 11% Construction / Infrastructure / Property / Real Estate
- ◆ 10% Education
- ◆ 9% Technology / Communications / Media
- ◆ 8% Health
- ◆ 7% Retail / Hospitality
- ◆ 7% Manufacturing / Transportation
- ◆ 2% Other



HIGH PERFORMANCE

◇ Widely regarded as one of the greatest tennis players in history, Andre Agassi amassed an impressive record of 60 men's singles titles, which included capturing eight Grand Slam championships, during his illustrious 20-year career. A former world no.1, Agassi went on to etch his name in the annals of tennis history by becoming the first male player ever to achieve the remarkable feat of winning all four Grand Slam titles and an Olympic gold medal. He was also a member of three winning Davis Cup teams in 1990, 1992, and 1995.

Agassi also was notable for the charitable ventures he undertook, including the founding of the Andre Agassi Foundation (1994) to aid at-risk children. This foundation has played a pivotal role in education reform, raising over \$180 million. His highly acclaimed autobiography, *Open*, was published in 2009 and it soared to the number one spot on the New York Times bestseller list. In recognition of his contributions to the sport, Agassi was rightfully inducted into the International Tennis Hall of Fame in 2011.



FROM TALENT TO HIGH PERFORMANCE: STRATEGIES FOR SUSTAINED SUCCESS

— **Talent is just the start:** What it takes to become the best in the world and sustain success over the long term

— **Developing the mental strength** to give you the edge when the pressure is on

— **Getting your team right:** Identifying the skills and characteristics you need in those around you

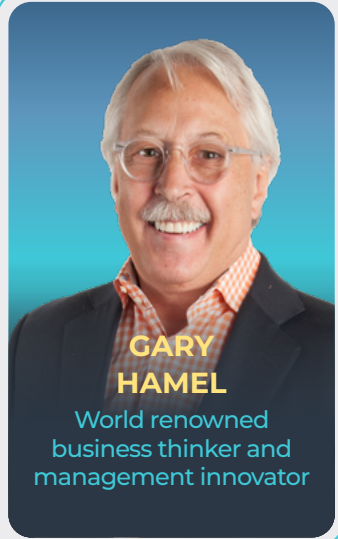
— **How to bounce back** from the inevitable setbacks, failures and criticisms.

— **Setting goals and staying true to yourself:** On authenticity and the importance of giving back

STRATEGY

◇ Gary Hamel is one of the world's most influential and iconoclastic business thinkers who has led transformational efforts in some of the world's most notable companies helping to create billions of dollars in shareholder value. For over four decades, Hamel has served on the faculty of the London Business School and he is the director of the Management Lab. Hamel is an author of landmark books such as *Competing for the Future*, *The Future of Management* and *Humanocracy: Creating Organizations as Amazing as the People Inside Them*.

The Wall Street Journal has ranked Hamel as the world's most influential business thinker, and Fortune magazine has called him "the world's leading expert on business strategy".



HUMANOCRACY: CREATING ORGANISATIONS AS AMAZING AS THE PEOPLE INSIDE THEM

— **Why our organisations are failing:** Bridging the gap between organisational and individual capabilities

— **Presenting a blueprint** for creating organisations that are fully human and free from the shackles of bureaucracy

— **Becoming a truly adaptable company** capable of capturing more than your share of tomorrow's opportunities

— **Learning to lead** in an environment in which position and rank are no longer the keys to the kingdom

DIVERSITY & EMPOWERMENT

◇ The Right Honourable Dame Jacinda Ardern became the Prime Minister of New Zealand at just 37 years of age. During her time in office she faced the challenges of a live streamed domestic terror attack against New Zealand's Muslim community, a volcanic eruption and the COVID 19 pandemic. Ms Ardern's focus on people, kindness and what she has called "pragmatic idealism" saw New Zealand achieve some of the lowest losses of life experienced by any developed nation through the pandemic, the ban of military style semi-automatic weapons in her country, and the creation of the Christchurch Call to Action to eliminate violent extremism online, which Ms Ardern continues to hold the role of Special Envoy.

Ms Ardern is a champion of women's empowerment. While in office, New Zealand reached 50 percent representation of women in parliament, and on government appointed boards. She decriminalised abortion, improved pay equity laws and extended paid parental leave to 6 months - all while being only the second woman in the world to have a baby while leading her country. Ms Ardern is a passionate advocate on climate action



and is a board member of The Earthshot Prize, focusing on solutions to climate change and environmental issues.

DIVERSITY, WELL-BEING AND RESILIENCE IN UNCERTAIN TIMES.

— **Pragmatic idealism:** Creating positive change through sensitive, kind and authentic leadership

— **Building stronger relationships and societies** by embracing diversity, equity and empowerment

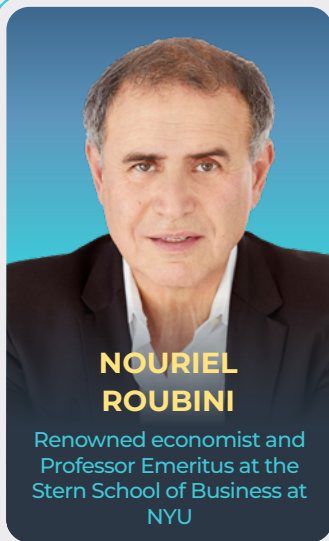
— **Climate action for a sustainable tomorrow:** Insights from New Zealand's initiatives

— **The importance of fostering** an ESG culture in businesses

APAC & THE GLOBAL ECONOMY

◇ One of the world's foremost experts on the global economy, Nouriel Roubini is CEO of Roubini Macro Associates, LLC, a global macroeconomic consultancy firm in New York and Professor Emeritus at the Stern School of Business at NYU. He famously predicted the 2008 financial crisis two years before it happened at a 2006 address to the International Monetary Fund. Dr. Roubini has extensive policy experience as well as broad academic credentials, consulting for the International Monetary Fund, the World Bank and numerous other prominent public and private institutions.

A widely published author, Roubini's most recent bestselling publication is *Megathreats: Ten Dangerous Trends That Imperil Our Future, And How to Survive Them*.



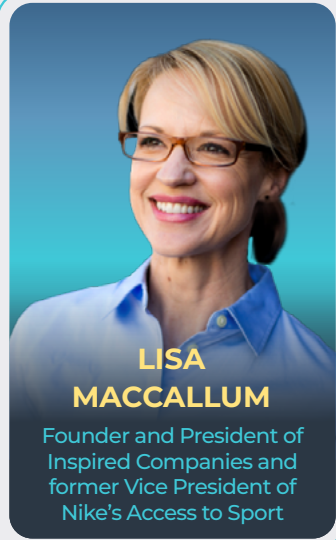
NAVIGATING GLOBALISATION, TECHNOLOGY, AND ECONOMIC CHALLENGES

- **Disruptive technologies and the global economy:** AI threats and opportunities
- **Globalisation and economic challenges:** Shaping the future landscape
- **Business and government strategies** to navigate complex geopolitical and economic landscapes
- **Identifying and tackling** the *megathreats* of the future

TALENT

◆ Lisa MacCallum is the Founder and Chief Strategist of Inspired Companies and is focused on corporate reputation, purpose driven business performance, complex stakeholder leadership, communications and brand transformation. A former Vice President at Nike, MacCallum worked internationally for two decades, primarily in the USA and Japan. She held global leadership roles for Nike in Corporate Strategy, Apparel, Sales and Retail and also led Nike's global Access to Sport and community impact work as Managing Director of the Nike Foundation.

MacCallum holds several non-executive director roles, including with British Telecom's Sustainable Business Board Committee in the UK; Bond University, Australia and Adani Transmission, India. Furthermore, she is a Young Global Leader of the Economic Forum, Ambassador for the World Benchmarking Alliance and Commissioner for the Aspen Institute on Information and Democracy.



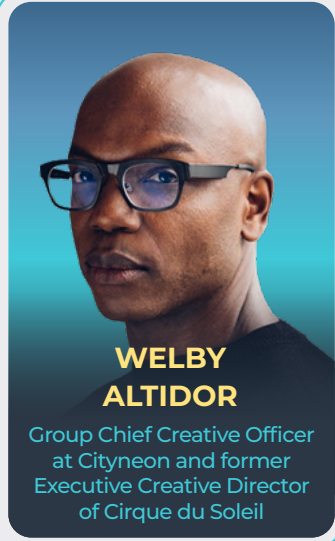
BUILDING HIGH-PERFORMANCE TEAMS AND TALENT

- **New business paradigm, new rules:** Adapting to the demands of new generations and hiring the best talent
- **Resilience, agility, distinction, advantage:** Leading teams to foster innovation, engagement and gain a competitive edge
- **Teams,** the organisation's most valuable asset and how to harness their full potential
- **How to inspire your employees and stakeholders** to support the positive transformation of your company

CASE CIRQUE DU SOLEIL - CREATIVITY

◇ A visionary creative artistic producer with more than 25 years of experience, Welby Altidor is the Group Chief Creative Officer at Cityneon, global leader in creating and producing immersive experiences with partnerships such as The Walt Disney Company and Universal Studios. Altidor is the former Executive Creative Director of Creations at Cirque du Soleil, where he spearheaded the creation of well-known shows such as *Luzia* and *Michael Jackson ONE*.

His artistic contributions and creative design have led to the sale of more than 80 million tickets for interactive shows, events, and immersive exhibitions on a global scale. Altidor is also the author of *Creative Courage*.



CREATIVE COURAGE: CHALLENGE THE STATUS QUO AND MAKE BIG IDEAS HAPPEN

Unleashing creative courage: Lessons from Cirque du Soleil

Elevating ideas as catalysts for innovation: Why there are no dumb ideas, but platforms to build upon

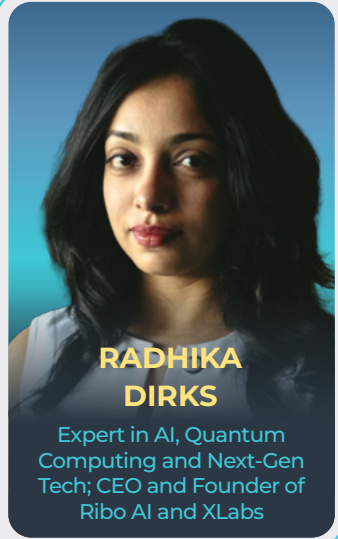
Cultivating a creative ecosystem: The importance of giving everyone a voice

Scheduling failure and seeking feedback, the cornerstone of innovation and long-term success in business

GENERATIVE AI

◆ Radhika Dirks is one of the world's leading voices on the big questions and the practical considerations about generative AI. As CEO and cofounder of XLabs, her mission is to develop diverse applications of AI and unconventional computing that will radically change the current technological and social paradigm. Before creating XLabs, Dirks founded Seldn, an AI startup that predicts global socio-economic disruptions. At Ribo AI, her technology found potential cures for 11 cancers within its first 1.5 years.

She has been named to Deloitte's top women in the AI world, and has been featured everywhere from Fast Company to the BBC and many more.



AI DRIVEN TRANSFORMATION: BUSINESS STRATEGIES FOR INNOVATION AND HUMAN PROGRESS

— **Landing moonshots with AI:** Harness the power of Artificial Intelligence to transform your organisation

— **AI as an enhancer of human skills:** Practical methods and safeguards

— **How generative AI** is revolutionising productivity and innovation within teams

— **Adapting to rapid change:** Strategies for integrating emerging technologies and gaining a competitive edge

BRANDS STRATEGY

◇ As the Chief Strategy Officer at Wieden+Kennedy New York, and a marketing Professor at the Ross School of Business, University of Michigan, Marcus Collins bridges the academic-practitioner gap for blue-chip brands and startups alike. Over the course of his career, Collins has developed a practice for creating culturally contagious ideas that inspire people to take action.

He is the author of the acclaimed book *For The Culture: The Power Behind What We Buy, What We Do, and Who We Want to Be*. In addition, he has previously served as Head of Digital Strategy for Beyoncé.



THE FUTURE OF BRANDS

- **Why culture is the most powerful vehicle** for influencing behavior and what this means for brands
- **The underlying physics** of how culture works and how to leverage its way to get people to take action
- **What it takes for brands** to effectively engage with communities
- **Understanding consumption as a cultural act** - and the implications for the brands of tomorrow
- **From Beyoncé to the Fortune 500:** Sharing practical lessons from the field

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Offer valid until March 22nd, 2024

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5 Platinum price per ticket \$2,790 + GST

10 Platinum price per ticket \$2,690 + GST

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Full price per ticket: \$3,900 + GST

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3 Gold price per ticket \$2,290 + GST

5 Gold price per ticket \$2,190 + GST

10 Gold price per ticket \$2,090 + GST




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Welcome Kit		
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Coffee Break		
Access to event recordings for 30 days		
Exclusive networking lunch with speaker		
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- ❖ 1-year membership to WOBI Pass, a learning platform with over 130 hours of the best management and leadership content.

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5 Digital price per ticket	\$1,690 + GST	Full price: \$2,300. + GST
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Prices valid until March 22nd, 2024

World Business Forum Sydney 2024
13 & 14 November, 2024 | ICC Sydney



WBF/MDI/2024

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Promo Code: (if applicable):

NAME: POSITION:
COMPANY: INDUSTRY: No. OF EMPLOYEES:
BEST POSTAL ADDRESS: COUNTRY:
MOBILE NUMBER: EMAIL:

Pricing (Prices valid until March 22nd, 2024)

Platinum Ticket: \$2,990 + GST per ticket Attendees	Corporate Package: (Min. 3 Platinum Tickets) \$2,890 + GST per ticket Attendees	Corporate Package: (Min. 5 Platinum Tickets) \$2,790 + GST per ticket Attendees	Corporate Package: (Min. 10 Platinum Tickets) \$2,690 + GST per ticket Attendees
Gold Ticket: \$2,390 + GST per ticket Attendees	Corporate Package: (Min. 3 Gold Tickets) \$2,290 + GST per ticket Attendees	Corporate Package: (Min. 5 Gold Tickets) \$2,190 + GST per ticket Attendees	Corporate Package: (Min. 10 Gold Tickets) \$2,090 + GST per ticket Attendees
Digital Ticket: \$1,790 + GST per ticket Attendees	Corporate Package: (Min. 3 Digital Tickets) \$1,740 + GST per ticket Attendees	Corporate Package: (Min. 5 Digital Tickets) \$1,690 + GST per ticket Attendees	Corporate Package: (Min. 10 Digital Tickets) \$1,640 + GST per ticket Attendees
WOBI Pass: \$590 + GST 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

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