

22&23

November 2022

Centro de Convenciones Norte de IFEMA

World
Business
Forum



MADRID

The AGE of the IDEAS



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The Future of Europe

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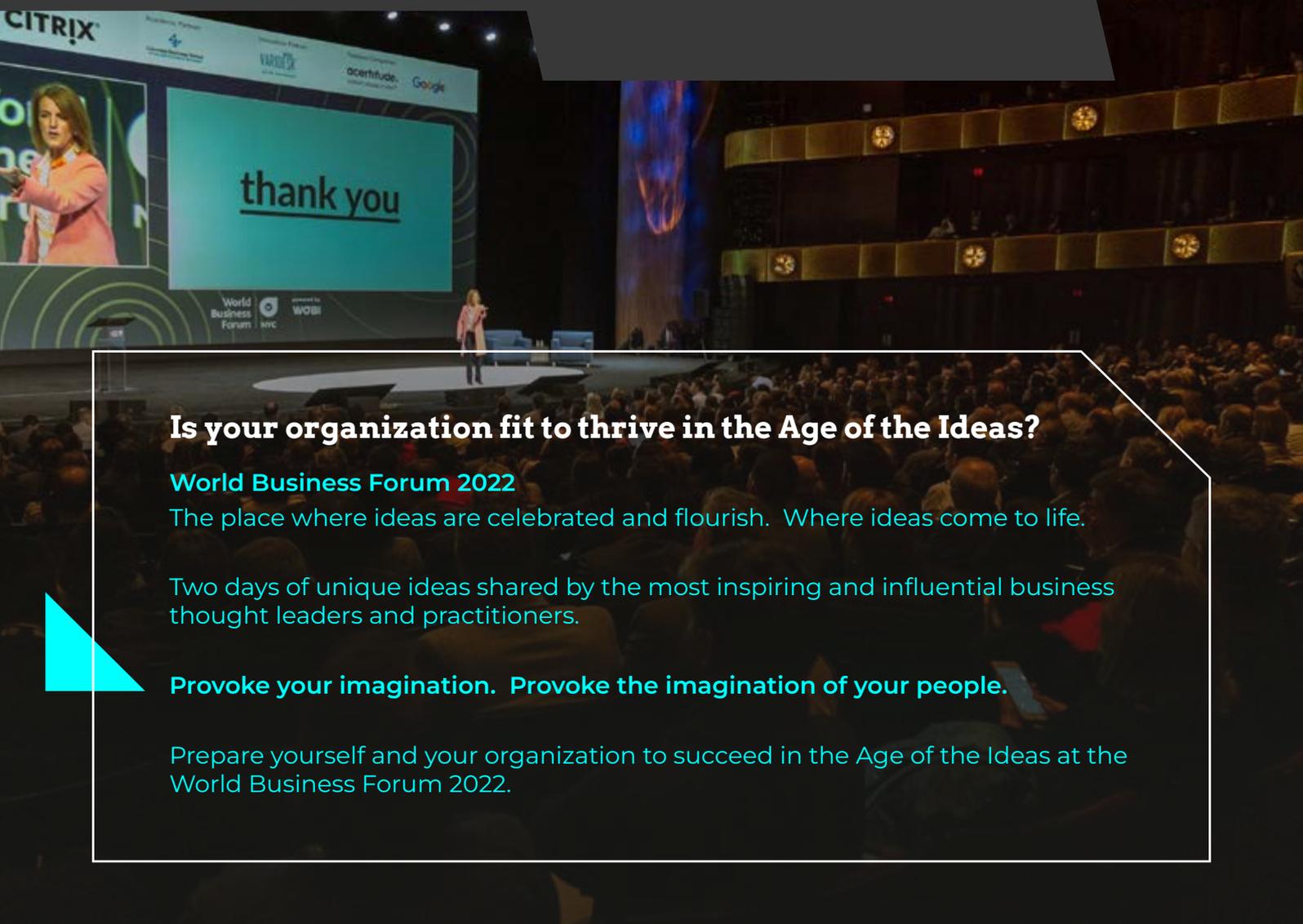
For more than 30 years we have been witnesses to a revolution – a period of exponential change and innovation. Whether we call it the digital age, the technological age or the information age, today we take for granted the need to embrace technology as a core part of our business processes and operations.

Now we are entering a new age

The AGE of the IDEAS

IDEAS elevate us. They allow us to envision a better future. And inspire us to go out and create that future. They are the source of innovation - the source of future competitive advantage.

IDEAS don't emerge from an algorithm. They aren't produced by a machine. They are uniquely human.



Is your organization fit to thrive in the Age of the Ideas?

World Business Forum 2022

The place where ideas are celebrated and flourish. Where ideas come to life.

Two days of unique ideas shared by the most inspiring and influential business thought leaders and practitioners.

Provoke your imagination. Provoke the imagination of your people.

Prepare yourself and your organization to succeed in the Age of the Ideas at the World Business Forum 2022.



José Manuel Barroso

THE FUTURE OF EUROPE

PRIME MINISTER OF PORTUGAL
AND PRESIDENT OF THE EUROPEAN
COMMISSION

Jose Manuel Barroso is one of the most influential European leaders of the past 20 years. As President of the European Commission for two five-year terms, **Barroso** played an influential role in the passing of the Treaty of Lisbon, responding to the financial crisis and incorporating new members in the European Union. **Barroso** is currently chairman and non-executive director of Goldman Sachs International.

On behalf of the EU, he received the Nobel Peace Prize in 2012 and gave the acceptance speech together with the President of the European Council. Amongst various academic positions he is a visiting professor at Georgetown University and was visiting professor of International Economic Policy at the Woodrow Wilson School at Princeton University.

EUROPE AND THE CHANGING POLITICAL AND ECONOMIC LANDSCAPE

- ▶ The impact of the changing geopolitical landscape in Europe: The medium and long term consequences of war in Ukraine – what it means for business and beyond
- ▶ Understanding geopolitical, economic and cultural pressures that must be faced to continue strengthening Europe's global influence
- ▶ The challenge of creating stability and promoting a growth environment for multinational business
- ▶ Increasing Europe's economic growth potential: The EU and its relationship with the US, China and the rest of the world



Carly Fiorina

MANAGEMENT

CHAIRMAN AND CEO, HEWLETT-PACKARD COMPANY (1999-2005) AND BEST-SELLING AUTHOR

A passionate, articulate advocate for problem-solving, innovation, and effective leadership **Carly Fiorina** was the first woman ever to lead a Fortune 50 company when she was recruited to lead Hewlett Packard (HP) in 1999. Under her leadership, revenue grew, innovation tripled, growth quadrupled, and HP became the 11th largest company in the U.S. Her breadth of experience spans from marketing to manufacturing; from sales to strategic planning; from HR to R&D; from finance to engineering to supply chain and logistics. She has led teams and organizations in the private, public and social sectors. Today she is the founder and Chairman of **Carly Fiorina** Enterprises, and of Unlocking Potential, a non-profit organization that invests in human potential by supporting local leaders who are solving problems in their communities and places of work.

LEADING ORGANIZATIONAL TRANSFORMATION

- ▶ How to increase the problem-solving and leadership capacity of organizations
- ▶ What it takes to help others reach their highest leadership potential
- ▶ A blueprint for navigating uncertainty, managing change, and building a high-performance culture
- ▶ What it takes to drive transformational change



Marcus Buckingham

HIGH PERFORMANCE TEAMS
RENOWNED EXPERT ON TALENT AND
STRENGTHS BASED LEADERSHIP

Marcus Buckingham is a global researcher and thought leader focused on unlocking strengths, increasing performance and pioneering the future of how people work. His hugely influential books – including *First, Break All the Rules*, *Now, Discover Your Strengths*, and *The One Thing You Need to Know* – offer important insights into maximising strengths and understanding the crucial differences between leadership and management. His latest book, *Nine Lies about Work: A Freethinking Leader's Guide to the Real World*, details how faulty assumptions and wrong thinking is running through our organizational lives.

LEADING A NEW WORLD OF WORK

- ▶ Revealing the lies about work that are at the heart of dysfunction and frustration in the workplace
- ▶ Understanding the characteristics of freethinking leaders – and what it takes to become one
- ▶ The importance of seeking out emergent patterns and putting your faith in evidence, not philosophy
- ▶ The essential truths that lie at the heart of high performing organizations



Uri Levine

INNOVATION

FOUNDER OF WAZE AND SERIAL
ENTREPRENEUR

Uri Levine is a passionate entrepreneur and disruptor, a two-time 'unicorn' builder (Duocorn). He is co-founder of Waze, the world's largest community-based driving traffic and navigation app, which was acquired by Google for \$1.1 billion in 2013, and former investor and board member in Moovit, 'Waze of public transportation' – which was acquired by Intel for \$1 Billion in 2020. Levine heads the "The Founders Kitchen", a company-builder fund and among his startups are Feex, FairFly, Refundit, and SeeTree.

TURNING AN IDEA INTO A BILLION DOLLAR BUSINESS: LESSONS FROM A SERIAL ENTREPRENEUR

- ▶ What it takes to discover and take advantage of market opportunities
- ▶ Why it is critical to fall in love with the problem, not the solution
- ▶ Keys to making mistakes fast and moving on
- ▶ How to execute effectively on good ideas



Renée Richardson Gosline

CUSTOMER EXPERIENCE STRATEGY

PROFESSOR AT THE MIT SLOAN
SCHOOL OF MANAGEMENT, LEADER
IN AI AND BEHAVIORAL ECONOMICS

Renée Richardson Gosline is a professor in the MIT Sloan School of Management where she leads the new Human-AI Integration Pillar at MIT's Initiative on the Digital Economy (IDE). Her expertise is at the intersection of behavioral science, technology, and the implications of AI for cognitive bias in human decision-making. A hands-on practitioner who previously worked in the private sector for LVMH and Leo Burnett, Gosline has advised leaders at Fortune 500 companies including IBM, P&G, Johnson & Johnson, Salesforce and BMW. Named one of the world's Top 40 Professors Under 40 by Poets and Quants, Gosline is a 2020 honoree of the Inaugural #Blacklist100 of "Black Thought Leaders Creating Positive Change".

DEVELOPING BREAKTHROUGH CUSTOMER EXPERIENCE STRATEGIES

- ▶ How digital technology has revolutionized the way humans behave and make decisions – and the implications for competitive strategy
- ▶ Leveraging human-centered AI to develop innovations that lead to big rewards
- ▶ Designing a customer experience strategy that is data driven but also keenly aware of the human element
- ▶ Actionable tools to help you and your team enhance the digital customer experience your company provides



Tal Ben-Shahar

LEADERSHIP

GLOBAL THOUGHT LEADER ON
POSITIVE PSYCHOLOGY AND
LEADERSHIP

An expert on leadership and positive psychology, **Tal Ben-Shahar** combines scientific studies, scholarly research, self-help advice, and spiritual principles to teach people how to optimise their success and happiness. **Ben-Shahar** received his PhD in Organisational Behavior from Harvard University and today consults and lectures around the world to executives in multinational corporations, Fortune 500 companies and educational institutions.

A serial entrepreneur, **Ben-Shahar** is the co-founder and chief learning officer of *Happiness Studies Academy*, *Potentialife*, *Maytiv*, and *Happier.TV*. He is also the author of the international best seller, *Happier and Being Happy*. His latest book *Happier, No Matter What: Cultivating Hope, Resilience, and Purpose in Hard Times* was released in May 2021.

ALIGNING YOUR TEAMS TO ACHIEVE EXTRAORDINARY RESULTS

- ▶ Creating a positive environment that nurtures the potential amongst your teams
- ▶ Underpinning extraordinary rather than ordinary outcomes to enable fulfillment, happiness, wellbeing, and success
- ▶ The Science of Happiness: Practical tools for better productivity and better living
- ▶ Harnessing the speed of change to establish a clear sense of purpose and drive peak performance



Laura Huang

TALENT MANAGEMENT

HARVARD BUSINESS SCHOOL
PROFESSOR AND AUTHOR OF *EDGE*

A professor at Harvard Business School **Laura Huang** has spent her academic career studying interpersonal relationships and implicit bias in entrepreneurship and in the workplace. Author of *Edge: Turning Adversity into Advantage*, her groundbreaking research has been featured in the *Financial Times*, *The Wall Street Journal*, *USA Today*, *Forbes*, and *Nature*. Through her research and experience, she advocates for inclusive workplaces that inoculate against unconscious bias, and empower individuals to take control of how they are perceived to find their edge.

CREATING AN EDGE MAKING YOUR HARD WORK WORK HARDER FOR YOU

- Understanding what our implicit biases are and how to overcome them
- Keys to empowering ourselves to create personal success
- Improving how we shape our strengths, flaws, and others' perceptions of us
- The real role of gut instinct in decision making in organizations
- Flipping other people's perceptions to work in your favor



Nathan Furr

As a recognized expert in the fields of technology strategy, digital transformation and disruptive innovation, INSEAD Professor **Nathan Furr** helps organizations reposition for growth during periods of uncertainty and disruption. He currently leads INSEAD's technology strategy, digital transformation and innovation courses and has worked closely with global clients to help them transform their innovation efforts.

Professionally, **Furr** has contributed as the founder and advisor to corporations and startups across multiple industries including clean technology and professional and financial services. **Furr** is the author of four award-winning books including *Innovation Capital: How to Compete—and Win—Like the World's Most Innovative Leaders*. His extensive research has appeared in Harvard Business Review, Forbes, and Inc. among others.

BUSINESS TRANSFORMATION

RECOGNIZED AUTHORITY ON DIGITAL TRANSFORMATION AND DISRUPTIVE INNOVATION

THE UPSIDE OF UNCERTAINTY: NAVIGATING INNOVATION AND TRANSFORMATION

- ▶ Developing uncertainty capability: How to better equip leaders and teams to identify opportunities hidden inside the unknown
- ▶ Tools for navigating the unknown and avoiding maladaptive traps
- ▶ Reframing, priming, doing and sustaining: Four approaches for building your uncertainty ability
- ▶ Applying these tools as both an individual and organizational level

Special Launch Offer!

Valid only until Friday, September 30

INDIVIDUAL TICKETS

1 TICKET

1.595€ + VAT

Full Price: €2.400 + VAT

3 TICKETS

4.494€ + VAT

Full Price: €7.200 + VAT

5 TICKETS

6.795€ + VAT

Full Price: €12.000 + VAT

VIP TICKETS

1 VIP TICKET

1.845€ + VAT

Full Price: €3.000 + VAT

3 VIP TICKETS

5.196€ + VAT

Full Price: €9.000 + VAT

5 VIP TICKETS

7.845€ + VAT

Full Price: €15.000 + VAT

INCLUDES

Welcome Kit



Access to the congress



Simultaneous translation



Certificate of attendance



Coffee breaks



Lunch



Reserved area



Networking cocktail



Launching prices only available until Friday, September 30

World Business Forum Madrid 2022

November 22 & 23, 2022 | IFEMA



WBF/MDF6/ON/LU/2022

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 3 STANDARD TICKETS: **4.494€** + VAT N° _____
 5 STANDARD TICKETS: **6.795€** + VAT N° _____

1 VIP TICKET: **1.845€** + VAT N° _____
 3 VIP TICKETS: **5.196€** + VAT N° _____
 5 VIP TICKETS: **7.845€** + VAT N° _____

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JOB TITLE: _____ EMPRESA: _____
TELEPHONE: _____ E-MAIL: _____
DNI: _____ CAP: _____
CITY: _____ PROVINCE: _____ COUNTRY: _____

Invoice details

BUSINESS NAME: _____ TELEPHONE: _____
ADDRESS: _____ ZIP CODE: _____
CITY: _____ PROVINCE: _____ COUNTRY: _____
VAT: _____
REGISTERED MAILING ADDRESS: _____ UNIQUE RECIPIENT CODE: _____

Billing contact

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- 1) the purchaser must request it in writing within 45 days of purchase.
- 2) the request must be submitted at least 180 days prior to the date of the event. If both conditions are met, the purchaser will receive a refund. The purchaser will still be charged 350 euros on the cost of each ticket, for administrative expenses.

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