

27-28 MAY, 2015 THE STAR, SYDNEY

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World  
Business  
Forum



SYDNEY

Issue 5/6 - March 2015

**BEN BERNANKE**  
Global Economic Future

**TOM PETERS**  
Strategy

**STEVE WOZNIAK**  
Innovation

**LYNDA GRATTON**  
People

**OLIVER STONE**  
Leadership

**DON PEPPERS**  
Marketing

**SARAH LEWIS**  
Creativity

# THE ULTIMATE LEADERSHIP DEVELOPMENT EXPERIENCE

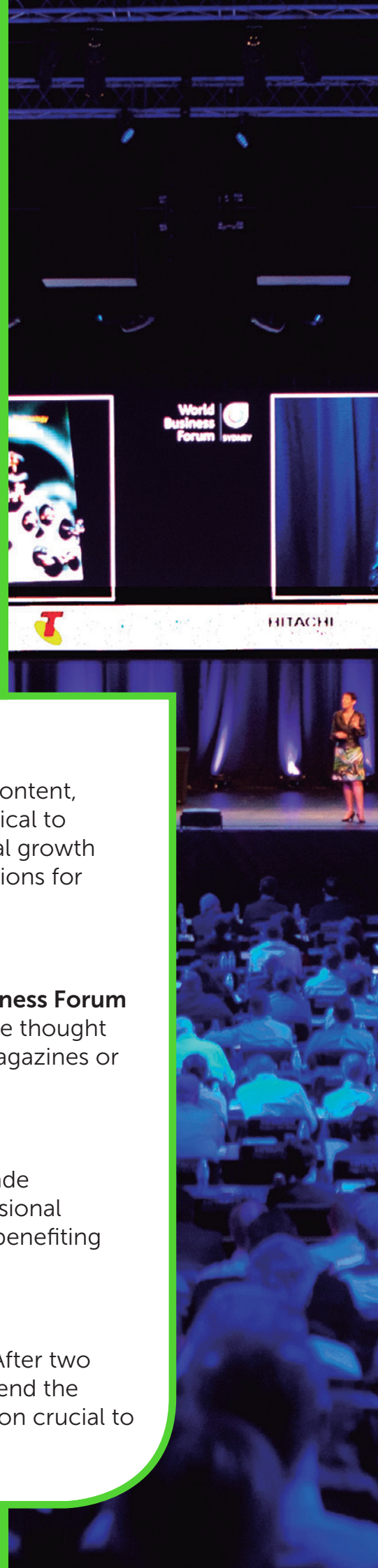


Inspiring the future

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# EMPOWERING THE LEADERS OF TODAY PREPARING THE LEADERS OF TOMORROW



## THE TOPICS CRITICAL FOR ANY EXECUTIVE TEAM

The **World Business Forum** offers an incredible breadth of content, giving attendees a high intensity immersion in the topics critical to succeed in business today, and the personal and professional growth opportunity that they increasingly expect from the organisations for whom they work.

## AN UNPARALLELED WORLD-CLASS LINEUP OF SPEAKERS

The caliber of our program is what sets us apart. **World Business Forum** gives you the opportunity to learn live and in-person with the thought leaders and CEOs you generally only get to read about in magazines or see on television.

## A TRIED AND TESTED FORMULA

Over the past ten years, thousands of organisations have made the **World Business Forum** a key part of their internal professional development programs, with more than 20,000 executives benefiting from this unique learning experience.

## AN INVESTMENT IN YOUR ORGANISATION'S FUTURE

We know time is an executive's most precious commodity. After two intense days of learning we guarantee that all those who attend the **World Business Forum** will leave with the ideas and inspiration crucial to the continued thriving of your organisation.

Dear Friends,

We are very pleased to share with you the latest news about the World Business Forum Sydney 2015. With many delegates registered already, we are proud to say that the World Business Forum will once again be an important meeting point for the Australian & New Zealand business community in 2015.

Such an extraordinary response this early can only be attributed to the enthusiasm and commitment of local executives to leadership. This response is also due to our shared belief that education and knowledge are the most important competitive advantages in business today.

The amazing diversity of our delegates so far enhances the World Business Forum experience further. This includes delegates from all over Australia, New Zealand and several other countries, as well as across all industry types and sizes.

We look forward to having you join us at the World Business Forum Sydney along with our live international speakers, including:

- **Ben Bernanke** - Global Economic Future
- **Tom Peters** - Strategy
- **Steve Wozniak** - Innovation
- **Lynda Gratton** - People
- **Oliver Stone** - Leadership
- **Don Peppers** - Marketing
- **Sarah Lewis** - Creativity

Thank you very much for your personal interest and also thanks to the broader executive community, whose support will ensure World Business Forum Sydney's continued success.

Best Regards,



Alberto Saiz  
Chief Executive Officer  
World Business Forum

# WHO ATTENDS THE WORLD BUSINESS FORUM?

"The World Business Forum 2014 swept people out of their day-to-day work environment and gave them the opportunity to rethink the role that business plays in a modern world"

Claire Tedeschi,  
Executive Director,  
Business Council of Australia

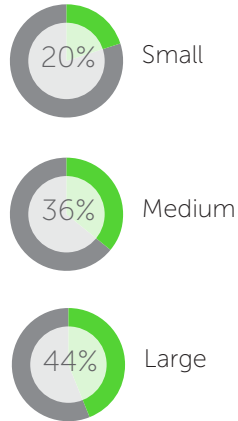
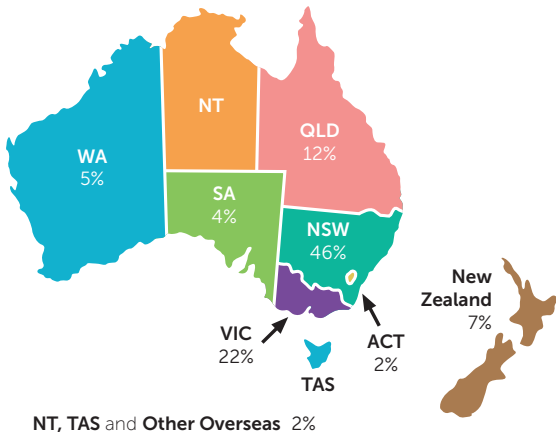


"The World Business Forum represents a great opportunity to learn from some of the best business minds in the world on a wide range of topics relevant to senior executives"

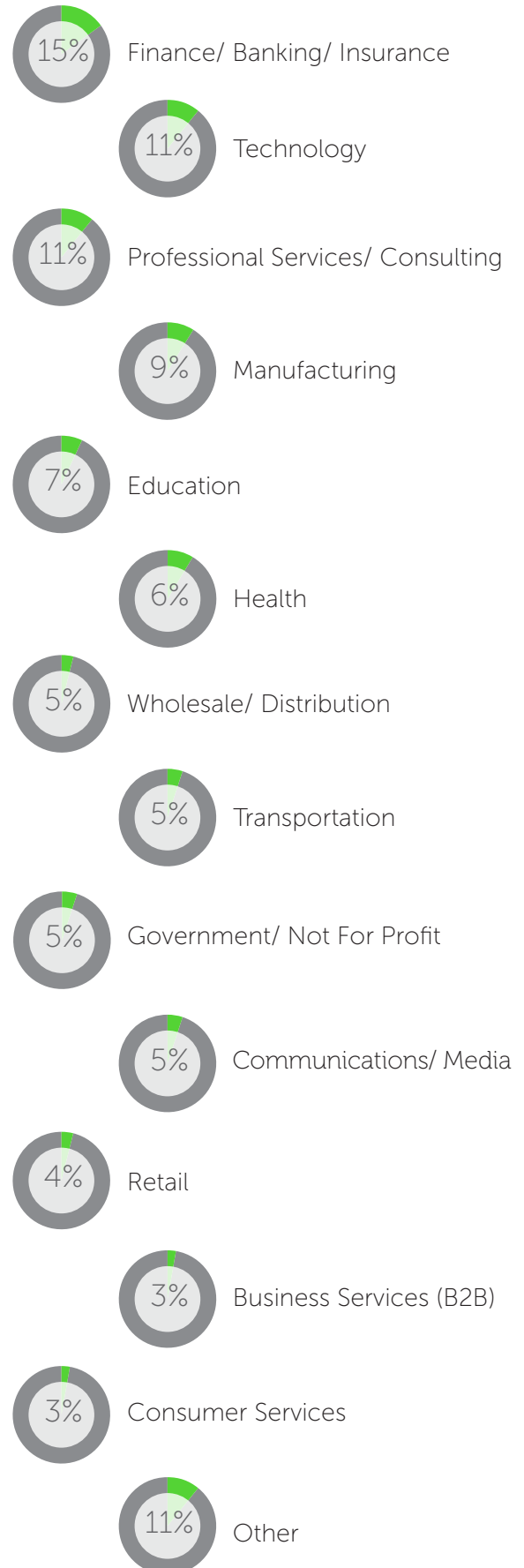
Dallas Booth,  
CEO of NIBA



## By Location



## By Industry



"The World Business Forum is the largest, most exciting business conference in the world. And I love being at it"

Jack Welch,  
Legendary Former CEO of G.E

"Events like this are what inspires current business thinkers"

Steve Wozniak,  
The pioneer who co-founded Apple



# IT'S TIME TO FORGE YOUR OWN PATH

That's why in 2015 the World Business Forum will celebrate the **LEADERS** - inspirational individuals who are writing their own rules, challenging time-honoured truths and creating new paths to growth. Let our provocateurs infuse you with the ideas and energy to thrive as leaders in today's business environment.

INTRODUCING OUR

## LEADERS

THOSE WHO HAVE THE COURAGE TO QUESTION PARADIGMS, TRANSFORM PRE-CONCEPTIONS AND THINK WITHOUT LIMITS

INDIVIDUALS WHO PLANT NEW IDEAS AND INSPIRE ACTION

RISK-TAKERS AND DARING DOERS WHOSE ACHIEVEMENTS MERIT THE ATTENTION OF OTHERS

PEOPLE WITH A DESIRE TO RENEW, IMPROVE, DEVELOP AND BUILD

CHANGE AGENTS WHO SEE THE POTENTIAL OF BUSINESS TO BE A POSITIVE FORCE FOR BUILDING A BETTER WORLD

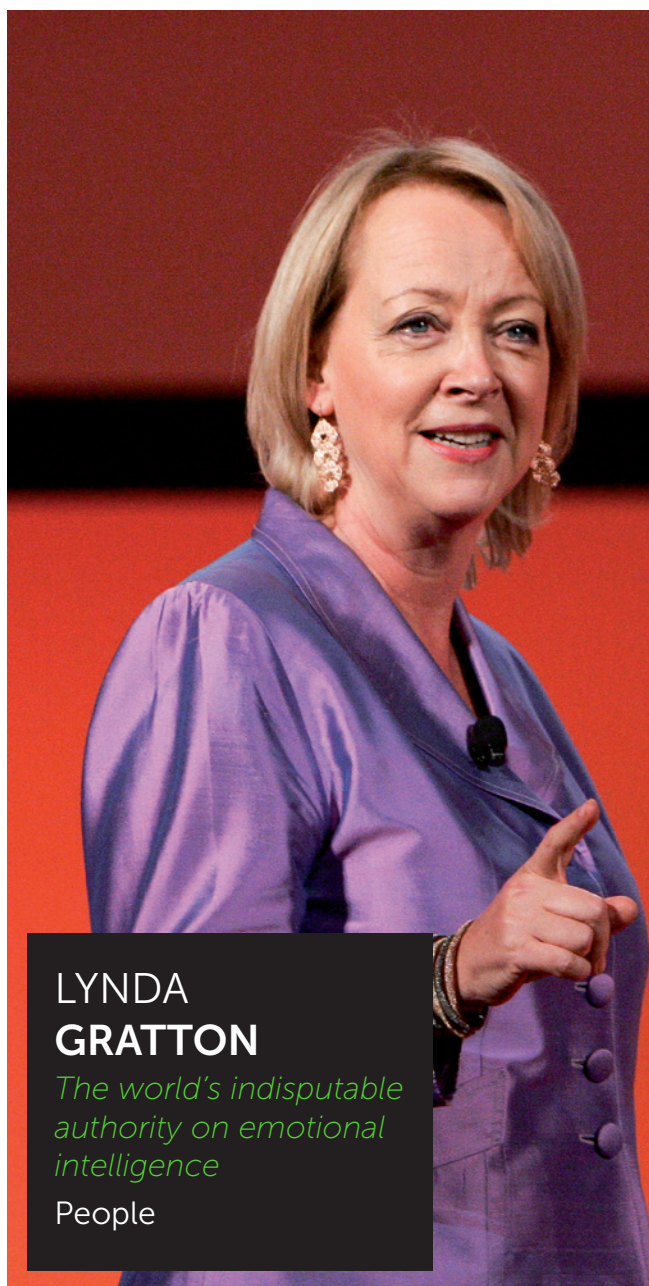
## WILL YOU JOIN US?



**DR. BEN BERNANKE**

*Two-time former Chairman of the U.S. Federal Reserve*

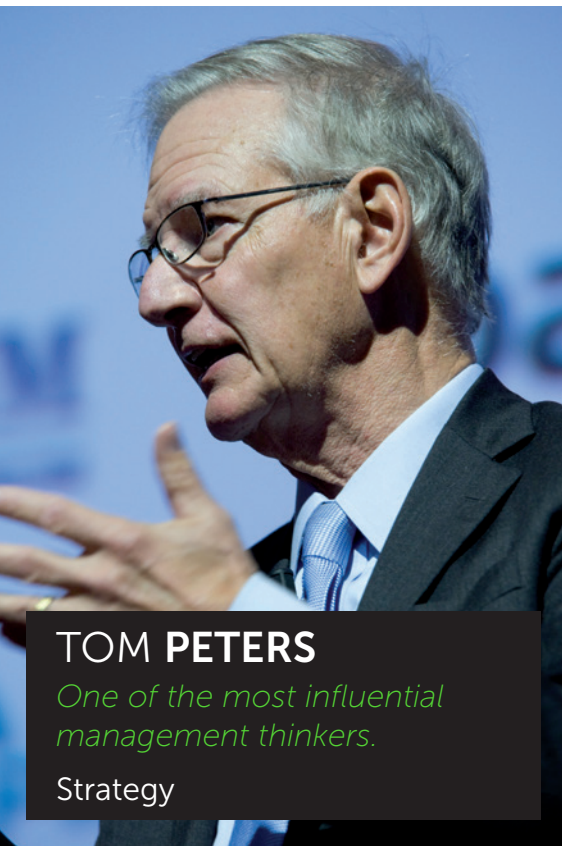
Global Economic Future



**LYNDA GRATTON**

*The world's indisputable authority on emotional intelligence*

People



**TOM PETERS**

*One of the most influential management thinkers.*

Strategy



**STEVE WOZNIAK**

*The pioneer who co-founded Apple*

Innovation

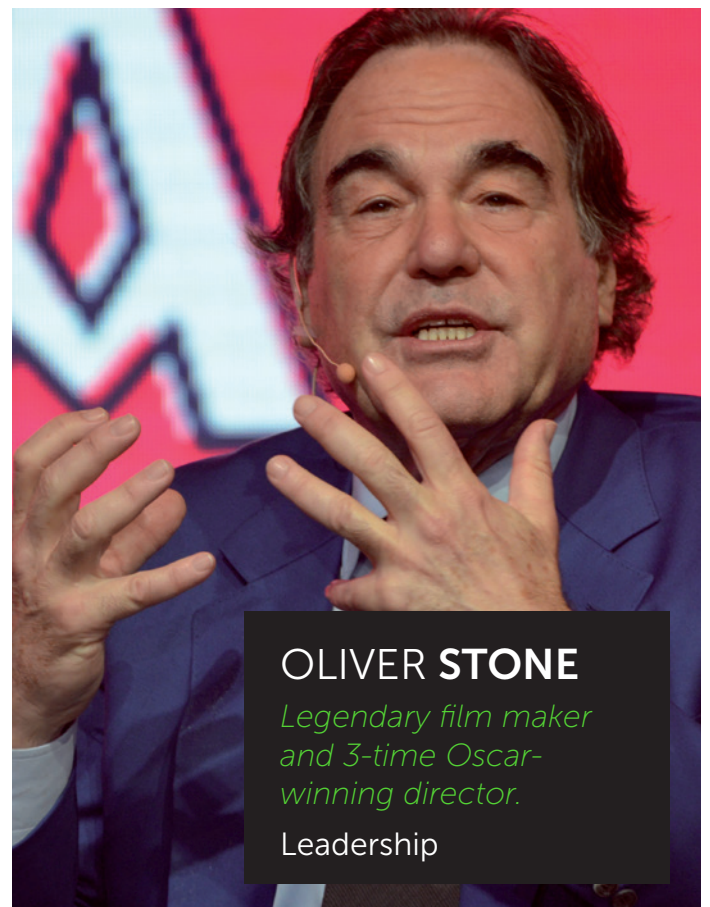
## PRESENTING OUR **2015 PROGRAM**



**DON PEPPERS**

*Globally recognised authority on Customer Relationship Management*

Marketing



**OLIVER STONE**

*Legendary film maker and 3-time Oscar-winning director.*

Leadership



**SARAH LEWIS**

*A rising intellectual star, author and thought-provoker*

Creativity

... and more speakers to be confirmed.

# GLOBAL ECONOMIC FUTURE



## DR. BEN BERNANKE

*As a two-term Chairman of the U.S. Federal Reserve System from 2006 to 2014, Bernanke has faced some of the most critical economic and financial challenges since the Great Depression. His leadership helped avert a global financial meltdown during late 2000's, before jump-starting a U.S. economic recovery.*

Serving under two Presidents, Bernanke was responsible for the monetary policy of the world's biggest economy, developing policies that would prevent the possibility of economic collapse and then creating the conditions for recovery and growth.

A conversation with Ben Bernanke. Some insight and analysis of the current global economic landscape—and challenges facing the world today



# TOM PETERS

*Sharp, controversial and provocative, Tom is one of the most influential management thinkers of the last thirty years.*

Attributed with inventing the “management guru industry” along with the legendary Peter Drucker, he has shaped the idea of modern management more than any other person over the last six decades. A prolific bestselling author, he is the co-author of “In Search of Excellence” – the book that changed the way the world does business and is considered by many the best book in the history of management. His latest work, The Little BIG Things, is a guide to achieving excellence in all its forms.

# STRATEGY

RE-IMAGINE YOUR BUSINESS,  
RE-IMAGINE YOUR FUTURE

- REINVENTION UNDER UNCERTAINTY: ON THE KEY FACTORS THAT BUILD THE NEW STRATEGIC FRAMEWORK
- HOW TO OUT-INNOVATE THE COMPETITION: THE CHALLENGE IN THE FACE OF ACCELERATING AND INTENSIFYING COMPETITIVE PRESSURES
- FINDING YOUR OWN TONE: ON CULTURE, INNOVATION AND HOW TO BREAK THE RULES TO CREATE THE ORGANISATION YOU NEED
- EXCELLENCE ALWAYS: THE EIGHT BASIC PRINCIPLES AND THE LITTLE BIG THINGS THAT MAKE THE DIFFERENCE



# STEVE WOZNIAK

# INNOVATION

*A Silicon Valley icon and philanthropist for the last three decades, Steve Wozniak is the pioneer who co-founded Apple and who was integral to the launch of the personal computer industry with his design of Apple's first line of products the Apple I and II.*

In 1976, Wozniak and Steve Jobs founded Apple Computer Inc. with Wozniak's Apple I personal computer. The following year, he introduced his Apple II personal computer, featuring a central processing unit, a keyboard, colour graphics and a floppy disk drive. The Apple II, which combined Wozniak's brilliant engineering with Jobs' aesthetic sense, was integral in launching the personal computer industry. When the company went public in 1980, its market value exceeded \$1 billion, at the time the fastest rise to that milestone in corporate history.

Engineer / inventor / fifth-grade teacher / philanthropist, Wozniak is personally invested in making the world a better place. Since his groundbreaking work at Apple, he has been involved in many business and philanthropic ventures, dedicating himself to making technology functionally and financially accessible to all.

- MORE THAN ENTREPRENEURIAL SPIRIT: THE FOUNDING OF APPLE
- HOW TO IMPRINT A LONG LASTING CULTURE IN AN INNOVATIVE COMPANY: FROM MILESTONE IN THE INDUSTRY TO CULTURAL ICON
- THE MAKINGS OF A SUCCESSFUL INNOVATION PROCESS (AND SOME LESSONS LEARNED)
- INNOVATOR'S PERSPECTIVE: THE NEXT WAVE OF TECHNOLOGY AND WHERE IT MAY BE LEADING US



# LYNDA GRATTON — PEOPLE



*Consistently topping influential business thinkers lists, Gratton is a Professor at the London Business School and an international authority on creating innovative organisations ready for the future. Founder of the Hot Spots Movement, a consulting team that specialises in helping companies boost innovation and value creation, Gratton was ranked number one in the Human Resources Magazine's "Top 25 HR Most Influential UK Thinkers 2011" poll. In 2013 she was awarded the Life Time Achievement Award by HR Magazine and equally in 2013 she was amongst the 15 top thought leaders in the Thinkers50 ranking. She is the author of seven books on people development within organisations.*

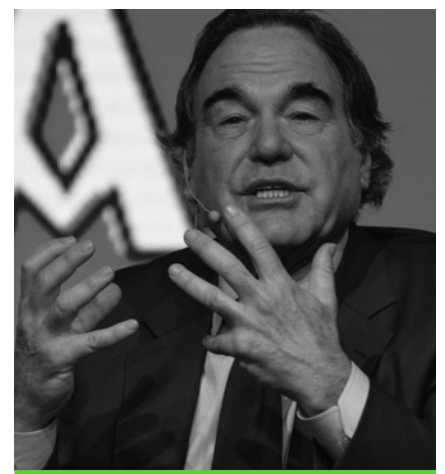
Her latest book, *The Key, How corporations succeed by solving the World's Toughest Problems* was released in 2014.

- THE SHIFT: THE KEY TRENDS THAT ARE SHAPING THE FUTURE OF WORK
- INVESTING IN YOUR PEOPLE: HR STRATEGY THAT TRANSFORMS ORGANISATIONS
- HOW TO GENERATE A WORK ENVIRONMENT THAT IS EXTRAORDINARILY INNOVATIVE AND HIGH-PERFORMING
- HOW COMPANIES CAN CHANGE THE WORLD FOR THE BETTER: ON RESILIENCE AND THEIR INTRINSIC ABILITY TO MAKE A DIFFERENCE

# LEADERSHIP — OLIVER STONE

*Legendary film maker and 3-time Oscar-winning director, Oliver Stone is a master storyteller lauded for his gripping and at times controversial films about events in recent US history including *Platoon*, *JFK*, *Born on the 4th of July* and *Nixon*.*

Stone has a special capacity to make films that communicate complex, social and political themes that effectively engage mass audiences around the world. A true provocateur, whose work is at times controversial but always authentic, he is not afraid to rock the boat and has shown the power of developing a unique voice when it comes to developing a career that sets him out from the crowd.



- ON STORYTELLING: THE POWER OF A CRUCIAL THEME AND A LEADING VOICE
- HOW TO COMMUNICATE COMPLEX THEMES TO EFFECTIVELY ENGAGE PEOPLE
- AUTHENTICITY AND TRUST: HOW THEY RELATE AND THE IMPACT THEY HAVE ON BOTH YOUR TEAM AND YOUR EXTERNAL AUDIENCE
- HOW TO STAND OUT OF THE CROWD AND GET HEARD: SOME INSIGHTS ON PASSION, BELIEFS AND RISK TAKING

# MARKETING DON PEPPERS

EXTREME TRUST: DEALING WITH SOCIAL MEDIA, TRANSPARENCY AND THE NEW CONSUMER

*Recognised for more than 20 years as one of the world's leading authorities on customer-focused business strategies, Don Peppers is an acclaimed author and a founding partner of Peppers & Rogers Group, the world's premier customer-centric management consulting firm. The Times of London has listed Don among their "Top 50 Business Brains," Accenture has included him in its global list of the "Top 100 Business Intellectuals," and the U.K.'s Chartered Institute for Marketing put him on its list of the "50 most influential thinkers in marketing and business today." In 2013, Don Peppers and Martha Rogers were inducted into the Direct Marketing Association Hall of Fame.*

Don has a popular voice in the worldwide media, and as a top 100 "Influencer" for *LinkedIn.com*, he has more than 100,000 followers (and growing) for his regular blog posts. With co-author Martha Rogers, Ph.D., Peppers has produced a legacy of international best-sellers collectively selling well over a million copies in 18 languages. Peppers' and Rogers' newest book, their ninth together, is *Extreme Trust: Honesty as a Competitive Advantage*. It argues that social networks and rapidly increasing transparency have combined to raise customer expectations regarding the trustworthiness of the companies and organisations they deal with.



- ON "CUSTOMER ADVOCACY" OR THE IMPORTANCE OF WATCHING OUT FOR AND PROTECTING THE INTERESTS OF CUSTOMERS IN THE AGE OF TRANSPARENCY
- ACTING IN A CLIENT'S INTEREST PROACTIVELY – HOW SHORT-TERM PROFITS FOREGONE ARE OFTEN DWARFED BY LONG-TERM VALUE CREATED
- HOW GENUINELY TRUSTABLE COMPANIES OPERATE
- EMPLOYEE EMPOWERMENT AND WHY IT IS CRUCIAL TO BECOME TRUSTWORTHY AS AN ORGANISATION
- MEASURING FINANCIAL SUCCESS IN A WAY THAT BALANCES SHORT-TERM FINANCIAL GOALS AGAINST LONG-TERM VALUE CREATION

# SARAH LEWIS CREATIVITY



*On creativity, failure and a different notion of mastery Sarah Lewis is a faculty member at Yale's School of Art, a rising intellectual star and the author of *The Rise: Creativity, the Gift of Failure and the Search for Mastery*. Kirkus Reviews writes about it: "Creativity, like genius, is inexplicable, but Lewis' synthesis of history, biography and psychological research offers a thoughtful response to the question of how new ideas happen."*

She's already working on a second book to be published in 2015. She has held positions at the Tate Modern and the Museum of Modern Art, in New York, and served on President Obama's Arts Policy Committee. She appears on Oprah Winfrey's "Power List", has been profiled in *Vogue* and her essays have been published in *Artforum* and *The Smithsonian*. She was a speaker at TED2014 in Vancouver, BC. She received her B.A. from Harvard, M. Phil from Oxford and Ph.D. from Yale.

- WHERE DO NEW INNOVATIONS—NEW IDEAS—SPRING FROM?
- WHY CREATIVE TRIUMPHS ARE NOT ACHIEVEMENTS, BUT CONVERSIONS OR CORRECTIONS
- THE GIFT OF FAILURE AND THE CREATIVE THRUST BEHIND IT
- THE IMPORTANCE OF PLAY, GRIT AND SURRENDER: THE EXPERIMENTAL PATH TO TRUE BREAKTHROUGHS

# AGENDA

Registration opens at 7.30am both days of the forum.  
Theatre doors open at 8.00am

## Wednesday 27<sup>th</sup> May, 2015

**LYNDA GRATTON**

Coffee Break

**SPEAKER TBC**

Lunch

**OLIVER STONE**

Coffee Break

**SARAH LEWIS**

End of Day 1



## Thursday 28<sup>th</sup> May, 2015

**DON PEPPERS**

Coffee Break

**TOM PETERS**

Lunch

**STEVE WOZNIAK**

Coffee Break

**DR BEN S BERNANKE**

End of Day 2



NB. Speaker times and event times are subject to change.

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CORPORATE PACKAGE:  
**\$2,150** per ticket  
(Minimum 5 Individual Tickets)

VIP PACKAGE:  
**\$2,450** per ticket  
(Minimum 5 VIP Passes)  
Limited Availability

**EXECUTIVE GROUPS:** Further discounts available for 10 + tickets.  
For bookings and enquiries please call 1300 306 650  
or email [info@wbfsydney.com](mailto:info@wbfsydney.com)

\*All ticket prices are exclusive of GST.

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- Event Attendance
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- Supporting Event Materials
- Forum Diploma
- Exclusive Front of Stage Reserved Seating
- Fast Track Registration
- Onsite Free Parking
- Exclusive VIP Networking Lunch on Both Days

## INDIVIDUAL TICKET

- ✓
- ✓
- ✓
- ✓
- ✓

## VIP PASS

- ✓
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**CALL:** 1300 306 650 / +61 2 8873 4411  
**EMAIL:** [info@wbfsydney.com](mailto:info@wbfsydney.com)

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SPECIAL OFFERS until 2 April 2015

# World Business Forum

27th & 28th May, 2015. Event Centre, The Star - harbourside entrance via Pirrama Road, Pyrmont, NSW

To register, please scan and email to [registrations@wbfsydney.com](mailto:registrations@wbfsydney.com), book online at [www.wbfsydney.com](http://www.wbfsydney.com) or call **1300 306 650** or **+61 2 8873 4411** or fax this registration form to **+612 9887 4840**.

## Registration Form

Promo Code:  
(If applicable)

NAME		POSITION
COMPANY	INDUSTRY	No. OF EMPLOYEES
BEST POSTAL ADDRESS	CITY	
STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
EMAIL	BUSINESS PHONE NUMBER	
WHERE DID YOU HEAR ABOUT US?		

## Pricing (Special offers until 2 April 2015)

### Forum Tickets and Packages (Regular Individual Ticket Price: \$2,700)

<input type="checkbox"/> Individual Ticket:	<input type="checkbox"/> Corporate Package (x5 tickets):	<input type="checkbox"/> VIP Pass:	<input type="checkbox"/> VIP Package: (x5 VIP)
<b>\$2,350</b>	<b>\$10,750</b>	<b>\$2,650</b>	<b>\$12,250</b>
Attendees _____	Attendees _____	Attendees _____*	Attendees _____*

For group rates, contact the Corporate Relations Manager on 1300 306 650 or [info@wbfsydney.com](mailto:info@wbfsydney.com) \*Subject to availability  
All ticket prices are exclusive of GST.

## Payment Options

- Invoice / Bank transfer
- Visa       Mastercard       American Express
- Cheque enclosed (Make cheque payable to Business Executive Education Pty Ltd.)

CARD NUMBER	EXPIRATION DATE
CARDHOLDER'S NAME	CARD HOLDER'S SIGNATURE

**Cancellation, refund & ticket policy:** Each ticket is valid for one person and cannot be shared between more than one person. If you request cancellation within (i) 45 days from date of purchase and (ii) 60 days prior to the event ("Refund Deadline"), a refund will be processed in the same manner (i.e.: credit card, cheque, etc.) that payment was made, less a processing fee of \$350 per ticket. If you request a cancellation (i) after the Refund Deadline and (ii) earlier than 10 days prior to the event ("Credit Deadline"), a credit for the same value will be granted to be used toward an equivalent event, within the following year. After the Credit Deadline tickets may only be transferred to a substitute participant. All cancellation requests must be made in writing. No cancellations will be allowed after the event date. We reserve the right to cancel the event, and if this occurs, we shall refund the total fee paid.

**Scheduling:** We reserve the right to make any changes without prior notice.

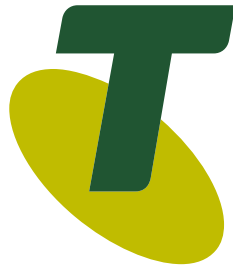
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