### Day 1: 18 November 2010

**9:00 – 12:15**

**Opening & Keynotes**

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<tr>
<th>Time</th>
<th>Session</th>
<th>Chair: Michael Fleischhacker</th>
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<td>7:30-9:00</td>
<td>Check-in</td>
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| 9:00-10:00| **Opening Session**  | DR. VEIT SORGER  
President, Federation of Austrian Industries (IV)  
PROF. ERIC CORNUEL  
Director General, EFMD  
DR. RICHARD STROUB  
President, Peter Drucker Society Europe  
MATTHIAS HORX  
Futurist, Bestselling author  
“The Age of Creativity” | GROSSER FESTSAAL |
|          | **Coffee Break**                 |                              |              |
| 10:00-12:15| **Session: Towards the Next Society**  | ANDREW KEEN  
Bestselling author *The Cult of the Amateur*  
“How much of a Knowledge Society?”  
PROF. BERND MARIN  
Executive Director, European Centre for Social Welfare Policy and Research  
Analyzing the "Future that Has Already Happened": Crisis, Innovation and Leadership in the Age of Aging Post-Capitalist Society  
PROF. BERNHARD FELDERER  
Executive Director, Institute of Advanced Studies  
“Creativity squashed? A society bogged down by structural debt burden”  
PROF. IRA JACKSON  
Dean, The Peter F. Drucker and Masatoshi Ito Graduate School of Management; Distinguished Scholar at the Legatum Centre at MIT for Development and Entrepreneurship  
“From an Employee Society to an Entrepreneurial Society – was Drucker right?” | GROSSER FESTSAAL |
|          | **Lunch**                        |                              |              |

12:15 – 13:30 Lunch
### SESSION: LIBERATING CREATIVE ENERGIES
**Chair:** DR. ANGELICA KUEPPER, Owner of IFITECH, Venture Capital and Private Equity; Member of Peter Drucker Society Advisory Board

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| 13:30-15:00 | GROSSER FESTSAAL | PROF. LYNDA GRATTON  
Professor of Management Practice, London Business School;  
“Hot Spots” Movement  
“Hot Spots for a high performance society”  

PROF. LIISA VÄLIKANGAS  
Professor of Organization and Management, Aalto University School of Economics; Innovation Democracy NGO; Author of  
*The Resilient Organization*  
“Thriving Through Resilience”  

DR. KAY SEGLER  
President, BMW M GmbH  
“High Performance Leadership in Challenging Times”  

SENATOR h.c. ERWIN STAUDT  
President, VfB Stuttgart, former General Manager IBM Germany |

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<td>15:00 – 15:30 Coffee Break “Meet the Speakers &amp; Authors”</td>
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### SESSION: REINVENTING MANAGEMENT OR BACK TO THE ROOTS?
**Chair:** RICK WARTZMAN, Executive Director, Drucker institute, Claremont

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| 15:30-17:00 | GROSSER FESTSAAL | PROF. JULIAN BIRKINSHAW  
Professor of Strategic and International Management, London Business School; Author of *Reinventing Management* and co-author of *Giant Steps in Management*  
“Reinventing Management”  

PROF. BERND VENOHR  
Consultant and Research Professor, EMF-Institute of the Berlin School of Economics  
“The power of uncommon common sense management principles – The secret recipe of German Mittelstand-companies  
- Lessons for large and small companies”  

DR. RAINER MUENZ  
Head of Research & Development, Erste Group Bank AG; Senior Fellow, Hamburg Institute of International Economics (HWWI)  

STEFAN STERN  
Management writer; Director of Strategy, Edelman |

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<td>17:00 – 17:30 Meet the Speakers &amp; Authors</td>
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### 20:00  **GALA DINNER**  
Award Ceremony introducing top winners of the “Peter Drucker Challenge” Essay Contest  

|         | PALAIS LIECHTEN-STEIN |
**SESSION IN MEMORIAM C.K. PRAHALAD**

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| 8:30-10:30    | PROF. YVES DOZ  
INSEAD Professor of Strategic Management  
“A personal tribute to C.K. Prahalad”  
**THE WORLD TURNED UPSIDE DOWN – INNOVATION IN EMERGING MARKETS**  
CHAIR: ANNETTE NIJS, Executive Director Global Business Initiative CEIBS; former Cabinet Minister in the Netherlands  
ADRIAN WOOLDRIDGE  
Management Editor, *The Economist*; Author of the 2010 Special Report “Innovation in Emerging Markets”  
“Learning from emerging markets”  
SIMON LIANG  
Chairman of the Board, Evergreen Industries  
TORSTEN OLTMANNS  
Partner and Global Marketing Director, Roland Berger Strategy Consultants  
JUDITH PASSINGHAM  
CEO, Northern & Eastern Europe, TNS | GROSSER FESTSAAL |

10:30 – 11.00 Coffee Break

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<th>TIME</th>
<th>SESSION 1: TECHNOLOGY AS AN ENABLER FOR INNOVATION</th>
<th>PLACE</th>
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| 11:00-12:30   | KEYNOTES  
Pierre Hessler  
Supervisory Board member, Cap Gemini; Technology Evangelist and Thought Leader  
Mårtén Mickos  
CEO, Eucalyptus Systems; Co-founder of MySQL AB  
“Innovation happens in encounters”  
Prof. Martin Curley  
Director Intel Labs Europe, Global Director IT Innovation, Intel  
“From CIO to Chief Innovation Officer” | GROSSER FESTSAAL |

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<th>TIME</th>
<th>SESSION 2: EDUCATING MANAGERS FOR THE 21ST CENTURY</th>
<th>PLACE</th>
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| 11:00-12:30   | KEYNOTES  
Prof. Gilbert Lenssen  
President, EABIS  
Dr. Ivo Matser  
CEO, TSM Business School  
Sean Rush  
President, Junior Achievement Worldwide | KLEINER FESTSAAL |

12:30 – 14.00 Lunch / 13:30 – 14:00 Meet the Speakers & Authors
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<td>14:00-15:00</td>
<td><strong>PLENARY: STRATEGIC AGILITY</strong>&lt;br&gt;<strong>CHAIR:</strong> PROF. ZIGA TURK, Secretary General, EU Reflection Group</td>
<td>GROSSER FESTSAAL</td>
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<td>KEYNOTE&lt;br&gt;<strong>DR. MIKKO KOSONEN</strong>&lt;br&gt;President, Sitra, the Finnish Innovation Agency; co-author with Yves Doz of bestselling book <em>Fast Strategy</em>&lt;br&gt;DISCUSSION&lt;br&gt;<strong>DR. ROLF ALTER</strong>&lt;br&gt;Director Public Governance and Territorial Development Directorate, OECD</td>
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<td>15:00 – 15:30 Coffee Break</td>
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<td>15:30-16:30</td>
<td><strong>PLENARY: DEATH OF HIERARCHY</strong>&lt;br&gt;<strong>AN INTERVIEW CONDUCTED BY</strong>&lt;br&gt;AVIVAH WITTTENBERG-COX, Managing Partner, 20-first; Honorary President of the European Professional Women’s network</td>
<td>GROSSER FESTSAAL</td>
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<td><strong>SALLY HELGESEN</strong>&lt;br&gt;Bestselling author <em>The Web of Inclusion</em>&lt;br&gt;“Leading from the Center of the Web”&lt;br&gt;<strong>JOSEPHINE GREEN</strong>&lt;br&gt;Futurist, philosopher, ex Philips Design&lt;br&gt;“Pyramids and Pancakes”</td>
<td>GROSSER FESTSAAL</td>
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<td>16:30-17:00</td>
<td><strong>CLOSING: CONCLUSIONS – CALL TO ACTION – OUTLOOK 2011</strong></td>
<td>GROSSER FESTSAAL</td>
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<td><strong>PROF. WILFRIED STADLER</strong>&lt;br&gt;Chair, Advisory Board Drucker Society of Austria&lt;br&gt;<strong>DR. RICHARD STRAUB</strong>&lt;br&gt;President, Peter Drucker Society Europe</td>
<td>GROSSER FESTSAAL</td>
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