



## *“Managing in the Next Society”*

### **A logical continuation of the Centennial event in 2009**

In his management column of the Financial Times at the occasion of the 2009 Forum, Stefan Stern has summarized the essential consensus from the 2009 Forum in the headline “Peter Drucker’s ideas stand the test of time”. Hence it is legitimate to build on those fundamental ideas and concepts for shaping the future. This will be the focus of the 2010 Peter F. Drucker Forum in Vienna.

### **How to address 21<sup>st</sup> century management challenges**

In his unique way of recognizing future trends that are already emerging but not yet seen by others, Peter Drucker has pointed to the big challenges of the next Society. While he described WHAT those are, he has not necessarily indicated HOW to deal with them and how 21<sup>st</sup> century management should address them. The Forum should contribute to ask the right questions and to provide clues for future oriented responses.

### **A platform for dialogue between practitioners, scholars and policy makers**

A number of the key challenges for the 21<sup>st</sup> century management emanating from deep changes in our society will be presented by world class management practitioners, academics and other thought leaders and discussed in highly interactive sessions. A **scientific track** will ensure that new research is being presented at the conference as well.

### **Taking on board the Young Generation**

Fifteen percent of the conference participants will be representatives of the young generation (Students and young leaders). They will be selected and invited based on an essay contest (*The Peter Drucker Challenge*).

### **Conference Theme**

Under the overall motto “Managing in the Next Society” specific themes will be elaborated where Peter Drucker has already given indications and clues but for which he left it to the following generations to drill deeper. The conference will be centred on the main theme of the *future of the knowledge society* with innovation, creativity and entrepreneurship as its linchpins. The challenges for the 21<sup>st</sup> century knowledge society will be exposed from various angles such as enabling technologies, demographic changes, complexity and leadership.