THU/18TH NOV

CHECK IN
07:30-09:00

HALL
PLACE

OPENING SESSION
09:00-10:00

GROSSER FESTSAAL
PLACE

CHAIR
MICHAEL FLEISCHHACKER
Editor-in-chief, Die Presse

OPENING
DR. VEIT SORGER
President, Federation of Austrian Industries (IV)

PROF. ERIC CORNUEL
Director General, EFMD

DR. RICHARD STRAUB
President, Peter Drucker Society Europe

KEYNOTE
MATTHIAS HORX
Futurist, Bestselling author
«The Age of Creativity»

10:00 - 10:30
COFFEE BREAK

SESSION
10:30-12:15

GROSSER FESTSAAL
PLACE

CHAIR
MICHAEL FLEISCHHACKER
Editor-in-chief, Die Presse

KEYNOTES
ANDREW KEEN
Bestselling author
«The Downside of Creative Destruction»

PROF. BERND MARIN
Executive Director, European Centre for Social Welfare Policy & Research
Analyzing the «Future that Has Already Happened»: Crisis, Innovation and Leadership in the Age of Aging Post-Capitalist Society

PROF. IRA JACKSON
Dean, The Peter F. Drucker & 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?»

PANEL DISCUSSION

PROF. BERNHARD FELDERER
Executive Director, Institute of Advanced Studies
«Entrepreneurship and Innovation squashed? A society bogged down by debt and tax»

12:15 – 13:30
LUNCH
SESSION  
**LIBERATING CREATIVE ENERGIES**

**GROSSER FESTSAAL**

**13:30-15:00**

**Chair**

**DR. ANGELICA KÜPPER**
President, IFITECH, Venture Capital and Private Equity;
Member of Peter Drucker Society Advisory Board

**Keynotes**

**PROF. LYNSDA GRATTON**
Professor of Management Practice, London Business School;
«Hot Spots» Movement
«The future shifts»

**PROF. LIISA VÄLIKANGAS**
Professor of Organization and Management, Aalto University School of Economics; Innovation Democracy NGO;
«Thriving Through Resilience»

**DR. KAY SEGLER**
President, BMW M GmbH
«High Performance Leadership in Challenging Times»

**Panel Discussion & Q&A**

**SENATOR H.C. ERWIN STAUDT**
President, VfB Stuttgart, former General Manager IBM Germany

17:00 – 17:30

«MEET THE SPEAKERS & AUTHORS»

SESSION  
**REINVENTING MANAGEMENT OR BACK TO THE ROOTS?**

**GROSSER FESTSAAL**

**15:30-17:00**

**Chair**

**RICK WARTZMAN**
Executive Director, Drucker Institute, Claremont

**Keynotes**

**PROF. JULIAN BIRKINSHAW**
Professor of Strategic and International Management, London Business School; Author of Reinventing Management and
«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»

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

**Panel Discussion & Q&A**

**STEFAN STERN**
Management writer; Director of Strategy, Edelman
«See it human: we are managers not machines»

17:00 – 17:30

«MEET THE SPEAKERS & AUTHORS»

GALA DINNER

**PALLAIS LIECHTENSTEIN**

**20:00**

**Award Ceremony** introducing top winners of the
«PETER DRUCKER CHALLENGE» ESSAY CONTEST
MANAGING IN THE NEXT SOCIETY
18–19/11/2010

PROGRAM /2010

DAY/02

FRI/19TH NOV

CHAIR PROF. WILFRIED STADLER
Chairman of the Advisory Board, Drucker Society of Austria

SESSION IN MEMORIAM C.K. PRAHALAD
8.30-9.00

GROSSER FESTSAAL

CHAIR PROF. YVES DOZ
INSEAD Professor of Strategic Management
«Drucker and Prahalad: Are there common features to the approach of leading thinkers in management?»

VIIPURI PRIZE 2010
awarded to C.K. PRAHALAD
presented to GAYATRI and DEEPA PRAHALAD
by TUOMO RÖNKKÖ
Chairman of the Board of Society for Viipuri School of Economics

THE WORLD TURNED UPSIDE DOWN - THE RISE OF INNOVATION IN EMERGING MARKETS
9.00-10.30

GROSSER FESTSAAL

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»
Innovation Centre of Gravity shifting - more for less for more

SIMON LIANG
Chairman of the Board, Evergreen Industries
«Riding the waves»

TORSTEN OLTMANNS
Partner and Global Marketing Director, Roland Berger Strategy Consultants
«Green Transformations as main driver in emerging markets»

JUDITH PASSINGHAM
CEO, Northern & Eastern Europe, TNS
«Does the rise of the new Digital world have the potential to accelerate the inversion of the pyramid?»

10.30 – 11.00 COFFEE BREAK
PARALLEL SESSIONS

SESSION >>/01 TECHNOLOGY AS AN ENABLER FOR INNOVATION
11:00-12:30

CHAIR MAG. WOLFGANG LASSL
Project Executive, Malik Management Zentrum St. Gallen

KEYNOTES
PIERRE HESSLER
Supervisory Board member, Cap Gemini; Technology Evangelist and Thought Leader
«Business technology innovation»

PROF. MARTIN CURLEY
Director Intel Labs Europe, Global Director IT Innovation, Intel
«From CIO to Chief Innovation Officer»

JOHN AMBROSE
Senior Vice President – Strategy, Corporate Development and Emerging Business, SkillSoft Corporation
«Where technology-enabled learning lives, innovation thrives»

SESSION >>/02 EDUCATING MANAGERS FOR THE 21ST CENTURY
11:00-12:30

CHAIR PROF. CLAUDIA B. WÖHLE
Paris-Lodron University Salzburg

KEYNOTES
PROF. GILBERT LENSSSEN
President, EABIS
«Practical Wisdom: Drucker’s Contribution to a Management Curriculum»

DR. IVO MATSER
CEO, TSM Business School
«Educating Managers for the future: Now!!!»

PANEL DISCUSSION
SEAN RUSH
President, Junior Achievement Worldwide
«Disrupting Comfort: NGO Leadership in the Connected Economy»

LUNCH «MEET THE SPEAKERS & AUTHORS»
12:30 – 14.00
13:30 – 14.00

PLENARY SESSION STRATEGIC AGILITY
14:00-15:00

CHAIR PROF. ZIGA TURK
Secretary General, EU Reflection Group

KEYNOTE DR. MIKKO KOSONEN
President, Sitra, the Finnish Innovation Agency;
«Strategic Agility – A new competitive requirement for Nations?»

DISCUSSION DR. ROLF ALTER
Director Public Governance and Territorial Development Directorate, OECD
«Making the public sector more agile: Challenges, opportunities and incentives»

COFFEE BREAK 15:00 – 15:30
PLENARY SESSION
15:30-16:30
DEATH OF HIERACHY

INTERVIEW!
An Interview Conducted by
AVIVAH WITTEMBERG-COX
Managing Partner, 20-first
Honorary President of the European Professional Women’s network

SALLY HELGESEN
Bestselling author
«Leading from the Center of the Web»

JOSEPHINE GREEN
Futurist, philosopher, ex Philips Design
«Engaging with the Future Differently»

CLOSING
16:30-17:00
CONCLUSIONS / CALL TO ACTION / OUTLOOK 2011

DR. RICHARD STRAUB
President, Peter Drucker Society Europe