



PROGRAMME

DAY 1: 18 NOVEMBER 2010

WELCOME & OPENING

CHAIR: TBC

09:00

WELCOME BY THE HOST
DR. VEIT SORGER

President, Federation of Austrian Industries (IV)

PROF. ERIC CORNUEL
Director General, EFMD

DR. RICHARD STRAUB
President, Peter Drucker Society Europe

10:00

OPENING KEYNOTE
MATTHIAS HORX

Futurist, Book author
"The Age of Creativity"

10:00 - 10:30 Coffee Break

10:30

TOWARDS A NEW 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

PROF. BERNHARD FELDERER
Executive Director, Institute of Advanced Studies
"Creativity squashed? A society bogged down by structural debt burden"

PROF. IRA JACKSON

12:15 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?"

12:15 - 13:30 Lunch

PANEL
13:30 **LIBERATING CREATIVE ENERGIES**
CHAIR: DR. ANGELICA KUEPPER
Owner of IFITECH; Book author; Member of the Peter Drucker Society Advisory Board
PROF. LYNDA GRATTON
Professor of Management Practice, London Business School; Director, Centre for Women in Business; "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
"Thriving in resilient Organizations"
DR. KAY SEGLER
Managing Director, BMW M
ERWIN STAUDT
President, VfB Stuttgart, former General Manager IBM Germany
15:00

15:00 - 15:30 Coffee Break with Book signing Session (Urban Saal)

PANEL
15:30 **REINVENTING MANAGEMENT OR BACK TO THE ROOTS?**
CHAIR: RICK WARTZMAN
Executive Director, Drucker institute, Claremont, CA
PROF. JULIAN BIRKINSHAW
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- Lessons for large and small companies"
STEFAN STERN
Management writer; Director of Strategy, Edelman
17:00 **DR. DIRK NOTHEIS**
CEO Morgan Stanley Germany & Austria
"Lessons from the banking crisis"

17:00-17:30 Book signing Session with the authors

20:00 GALA DINNER at Palais Liechtenstein.
Presentation of the "Peter Drucker Challenge" essay contest winners

DAY 2: 19 NOVEMBER 2010

SESSION	IN MEMORIAM C.K. PRAHALAD
8:30	PROF. YVES DOZ INSEAD Timken chaired professor of Global Technology and Innovation; Professor of Strategic Management <i>"A personal tribute to C.K. Prahalad"</i>
9:00	THE WORLD TURNED UPSIDE DOWN – INNOVATION IN EMERGING MARKETS CHAIR: ANNETTE NIJS Executive Director Global Business Initiative CEIBS; former Cabinet Minister in the Netherlands
Keynote	ADRIAN WOOLDRIDGE Management Editor, <i>The Economist</i> ; Author of the 2010 Special Report "Innovation in Emerging Markets" <i>"Learning from emerging markets"</i>
Panel	SIMON LIANG Chairman of the Board, Evergreen Industries TORSTEN OLTMANN Principal and Global Marketing Director, Roland Berger
10:30	JUDITH PASSINGHAM CEO, Northern & Eastern Europe, TNS
10:30 - 11:00	Coffee Break
PANEL 1	TECHNOLOGY AS AN ENABLER FOR INNOVATION CHAIR: TBC
11:00	PIERRE HESSLER Supervisory Board member, Cap Gemini; Technology Evangelist and Thought Leader MÅRTEN MICKOS CEO, Eucalyptus Systems; Co-founder of MySQL AB
12:30	PROF. MARTIN CURLEY Director Intel Labs Europe, Global Director IT Innovation, Intel <i>"From CIO to Chief Innovation Officer"</i>
12:30 - 14:00	Lunch Book Signing Session 13:30 – 14:00
PANEL 2	EDUCATING MANAGERS FOR THE 21ST CENTURY CHAIR: PROF. DR. CLAUDIA WOEHLE
11:00	PROF. GILBERT LENSSEN President, EABIS DR. BERNARD LUSKIN CEO and Senior Provost, Touro University Worldwide SEAN RUSH President, Junior Achievement Worldwide
12:30	PROF. PETER LORANGE Owner and President, Lorange Institute, Zurich
12:30 - 14:00	Lunch Book Signing Session 13:30 – 14:00
PLENARY 1	STRATEGIC AGILITY FOR A NEW SOCIETY CHAIR: PROF. ZIGA TURK

14:00	Secretary General, EU Reflection Group DR. MIKKO KOSONEN President, Sitra, the Finnish Innovation Agency; co-author with Yves Doz of bestselling book <i>Fast Strategy</i>
15:00	ROLF ALTER Director Public Governance and Territorial Development Directorate

15:00-15:30 Coffee Break

PLENARY 2	DEATH OF HIERACHY AN INTERVIEW CONDUCTED BY AVIVAH WITTENBERG-COX Managing Partner, 20-first; Honorary President of the European Professional Women's network
15:30	SALLY HELGESEN Bestselling author <i>The Web of Inclusion</i> <i>"Leading from the Center of the Web"</i>
16:30	JOSEPHINE GREEN Futurist, philosopher, ex Philips Design <i>"Pyramids and Pancakes"</i>

16:30-17:00 Coffee Break and final book signing (Urban-Saal)

CLOSING SESSION	CONCLUSIONS, CALL TO ACTION AND OUTLOOK 2011 CHAIR: TBC
17:00	Conclusions THOMAS SATTELBERGER PROF. WILFRIED STADLER
	Call to Action MATTHIAS HORX
17:30	Outlook 2011 DR. RICHARD STRAUB