



## Report from Peter Drucker Centennial Forum 2009 in Vienna and Announcement of the Forum 2010

The 1<sup>st</sup> Peter Drucker Global Forum, Vienna was always understood to be the beginning of a journey. As a key element of this journey, it is planned to hold yearly Peter Drucker Fora as crystallizing events in Europe.

Please *save the date* for the **second Global Peter F. Drucker Forum Vienna** – it will be held on **November 18 and 19, 2010**. Theme will be “**Managing in the Next Society**”. In this future oriented dialogue focus will be put on knowledge work, leadership for continuous transformation, lifelong learning and innovation.



Stay tuned – more details will follow soon!

Below please find a summary with regard to the **Forum 2009**. As the best introduction we can provide – here is a quote from a letter that we received from **Doris Drucker** upon her return from the Forum to California.

*“..... Vienna was an unforgettable celebration: how I wish Peter had lived to be part of it”.*

## **Key facts and Conclusions from the 2009 Peter F. Drucker Forum, Vienna**

### **Participation**

With a total **365 participants** throughout the conference, the available capacity was fully utilized.

The majority of the participants came from Business (55 %), followed by Academia and a smaller group of representatives from non-profits and public sector.

Some 40 % of the registrations were from Austria and 60% from abroad – with the highest contingents from Germany and the USA followed by UK, France, Switzerland, Ukraine, Sweden Denmark, Slovenia and Finland.

### **Evaluation of the Forum**

The post-conference survey carried out by the conference operator Colloquium showed a very high degree of satisfaction with the programme and the organization.

The overall conference was considered as excellent by 55% of the respondents and good by close to 40%. No negative ratings were recorded. A similar result was achieved for the relevance of the programme. Opportunity for networking was also highly appreciated. Suggestions for improvement such as the number of parallel sessions will be taken into account for the 2010 Forum.

### **Global Visibility of the Forum and Promotion through websites, promotional mails and press**

The Forum was promoted in waves of mass mailings and via websites - by the Peter Drucker Society itself and by its partners and members such as EFMD, Emerald Group Publishing, Malik Management Zentrum St. Gallen, ICWE (Online Educa), the Drucker Institute, the Federation of Austrian Industries and WU Executive Academy. Mailings about the Forum reached some 400 000 addressees worldwide.

Numerous and comprehensive **articles were published in preparation of the Vienna Centennial Forum** – in Austria and internationally.

Some 4 000 participants tuned into a **live webcast** from the opening of the conference on November 19. This attendance was achieved despite a short term announcement of the webcast.

The **media coverage of the conference** was significant – German speaking press and international - most notably in the Financial Times and the Economist (details see attachment).

A number of targeted publications were issued at the occasion of the conference.

- A special Centennial Issue of the Journal of Management history (introduced by the Peter Drucker Society of Austria)
- People & Strategy, Volume 4, 2009 – lead article by the Peter Drucker Society of Austria
- Special issue “Management Decision” – to be published by March 2010 by Emerald Group Publishing with the selected scientific papers presented at the Drucker Forum.
- Book edited by Winfried W. Weber - Peter Drucker - der Mann, der das Management geprägt hat: Erinnerungen und Ausblick zum 100. Geburtstag
- Brochure by the European Centre for Social Welfare Policy and Research, by its director Bernd Marin “Seeing what nobody sees – until everyone can see it”.

### **Documentation and Conference Conclusions**

A complete documentation of the entire conference has been posted on the Peter Drucker Society website. It contains videos from all major sessions, power point slides, photos and scientific articles. It has the value of an online “learning resource” that can be used far beyond the conference.

If not done so yet, please check it out.

[http://bit.ly/Forum\\_nov19\\_20](http://bit.ly/Forum_nov19_20)

While the documentation gives a comprehensive picture of the whole conference a number of **messages may be emphasized as emerging from the Forum.**

- There is no better time to remember Peter Drucker – the crisis gives us a sense of urgency to revisit the fundamentals of management as outlined by Peter Drucker.
- The “Drucker Method” has still merit i.e. to look from a bird’s-eye view in order to see the bigger picture and to discern and interpret patterns using a good dose of common sense.
- In our complex world a systems perspective as emphasized by Peter Drucker is more important than ever.
- Management is a practice and a “liberal art” and does not lend itself to a purely scientific approach while empirical sciences and humanities must provide important inputs to the discipline of management.
- The Peter Drucker initiative should focus on the future – standing on solid grounds that Peter Drucker has provided in his seminal work. It is not intended to establish a “Drucker Museum” but Drucker based communities with a common concern for the future of our society.
- With his European roots and based on his comprehensive humanistic education Peter Drucker brought a deep society and people oriented perspective into management

which is susceptible to enrich the discussion on the future of management. With a reinvigorated sense of accountability a new level of legitimacy of management can be achieved.

- Management extends into all institutions of modern society and hence should not be confined to pure business management. We need to rediscover management as the most important “organ” to make our pluralistic society of institutions work.

### **European Mission for the Peter Drucker Society of Austria – now Peter Drucker Society Europe**

With the beginning of this year the Peter Drucker Society of Austria has been given the mission and authorization by the Drucker Institute to build a network of individuals, institutions and society chapters across Europe. In the context of this new European entity the University of St. Gallen with its “Centre for Leadership and Values in Society” has taken the lead in establishing a network of research institutions with focus on Peter Drucker.

There are different levels to engage actively in the Drucker Initiative in Europe. If you are interested to do so please send a short message to the following address [info@druckersociety.at](mailto:info@druckersociety.at).