NOV 17

INTRODUCING DRUCKER FORUM TV
& Welcome from Drucker TV Studio

WELCOME AND OPENING
live from the Forum
Conference Chair: Katharina Moser Moderator & Executive Board Member, Inner Development Goals

WELCOME ADDRESSES
Richard Straub President, Peter Drucker Forum
Martin Kocher Federal Minister of Labour and Economy

OPENING STATEMENTS
Helmut Reisinger CEO, EMEA & Latin America, Palo Alto Networks
Joseph Cahill Chief Customer Officer, PMI
Florian Pollner Partner, McKinsey & Company
Afke Schaart SVP Global Government Affairs, Huawei
Moderator: Johan Roos Chief Academic Officer, Hult Int. Bus. School

BEST OF PREVIOUS YEARS
Highlights from 14 Years of “Drucker Forum”

INTERVIEW: Lalit Karwa
Interview with: Lalit Karwa Head TCS PACE Europe

RED CARPET INTRODUCTION + PLAN
Moderator: Christine Broggiato

INTERVIEW: Rahaf Harfoush
Interview with: Rahaf Harfoush Digital Anthropologist
Moderator: Jyoti Guptara

1ST: LIVE RED CARPET
Moderator: Christine Broggiato
INTERVIEW: Zhang Ruimin
Interview with: Zhang Ruimin Founder and Chairman Emeritus of the Board of Directors of Haier Group
Moderator: Eduardo P. Braun

DRUCKER FORUM: HOW IT ALL BEGAN
Highlights from the very first Drucker Forum in 2009

INTERVIEW: Gary Hamel
Interview with: Gary Hamel Visiting Professor, LBS
Moderator: Justin Brady

INTERVIEW: João Domingos
Interview with: João Domingos VP, Head of Western Europe at Fujitsu
Moderator: Rebecca Kerr

INTERVIEW: Jyoti Guptara from Drucker Challenge Jury
Interview with: Jyoti Guptara Business Storytelling expert, novelist, and executive coach
Moderator: Christine Broggiato

2ND: RED CARPET
Moderator: Christine Broggiato

INTERVIEW: Likhitha Kaki & Pedro Brainer
Drucker Challenge Winner
Interview with Likhitha Kaki & Pedro Brainer
Moderator: Christine Broggiato

INTERVIEW: Radoslaw Kedzia
Interview with: Radoslaw Kedzia Huawei's Vice President for CEE and Nordic Countries
Moderator: Rebecca Kerr

BEST OF PREVIOUS YEARS
Highlights from 14 Years of “Drucker Forum”
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<th>CET</th>
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<tr>
<td>13:00</td>
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<td><strong>INTERVIEW: John Benjamin &amp; Nayyara Rahman</strong>&lt;br&gt;previous Drucker Challenge Winner&lt;br&gt;Interview with: John Benjamin &amp; Nayyara Rahman&lt;br&gt;Moderator: Christine Broggiato</td>
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<td>13:33</td>
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<td><strong>DRUCKER FORUM: HOW IT ALL BEGAN</strong>&lt;br&gt;Highlights from the very first Drucker Forum in 2009</td>
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<td>14:00</td>
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<td><strong>INTERVIEW: Robert Kaplan</strong>&lt;br&gt;Interview with: Robert Kaplan Bestselling author, Emeritus at the HBS&lt;br&gt;Moderator: Justin Brady</td>
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<td>14:15</td>
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<td><strong>BEST OF DIGITAL SUMMER FORUM</strong>&lt;br&gt;Highlights from “Digital Summer Forum 2022”</td>
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<td>14:30</td>
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<td><strong>INTERVIEW: Marine Hadengue</strong>&lt;br&gt;Interview with: Marine Hadengue Executive Director, Higher Education for Good Foundation&lt;br&gt;Moderator: Christine Broggiato</td>
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<td><strong>WELCOME USA &amp; INTRO DRUCKER TV</strong></td>
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<td>15:05</td>
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<td><strong>INTERVIEW: Rita McGrath</strong>&lt;br&gt;Interview with: Rita McGrath Professor, Columbia Business School&lt;br&gt;Moderator: Simon Caulkin</td>
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<td><strong>INTERVIEW: Jeffrey Sachs</strong>&lt;br&gt;Interview with: Jeffrey Sachs economics professor, bestselling author, innovative educator, and global leader in sustainable development&lt;br&gt;Moderator: Justin Brady</td>
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## PROGRAM

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<tr>
<td>09:00</td>
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<td><strong>INTRODUCING DRUCKER FORUM TV</strong>&lt;br&gt;&amp; welcome from Studio Day 2</td>
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<td>09:05</td>
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<td><strong>RED CARPET INTRODUCTION + PLAN</strong>&lt;br&gt;Moderator: Christine Broggiato</td>
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<td>09:15</td>
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<td><strong>BOOK SESSION: Ranjay Gulati</strong>&lt;br&gt;Book Session with: Ranjay Gulati Prof., Harvard Business School&lt;br&gt;Moderator: Jyoti Guptara</td>
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<td><strong>BEST OF &quot;DRUCKER FORUM&quot; DAY 1</strong></td>
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<td>09:45</td>
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<td>13:45</td>
<td><strong>INTERVIEW: So-Young Kang</strong>&lt;br&gt;Interview with: So-Young Kang Founder, CEO Gnowbe&lt;br&gt;Moderator: Christine Broggiato</td>
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<td>10:00</td>
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<td><strong>BEST OF DIGITAL SUMMER FORUM</strong>&lt;br&gt;Highlights from “A Day of Drucker 2021”</td>
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<td><strong>1ST LIVE RED CARPET</strong>&lt;br&gt;Moderator: Christine Broggiato</td>
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<td><strong>BOOK SESSION: Amy Edmondson</strong>&lt;br&gt;Book Session with: Amy Edmondson Prof., Harvard Business School&lt;br&gt;Moderator: Jyoti Guptara</td>
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<td>11:03</td>
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| 11:15| 06:15| 15:15| **BOOK SESSION: Julia Hobsbawn**  
Book Session with: Julia Hobsbawn Founder Editorial Intelligence  
Moderator: Jyoti Guptara |
| 11:30| 06:30| 15:30| **DRUCKER FORUM: HOW IT ALL BEGAN**  
Highlights from the very first Drucker Forum in 2009 |
| 11:40| 06:40| 15:40| **2ND LIVE RED CARPET**  
Moderator: Christine Broggiato |
| 12:00| 07:00| 16:00| **SHORT „HELLO AND WELCOME”**  
& Program Overview |
| 12:03| 07:03| 16:03| **INTERVIEW: Tammy Erickson**  
Interview with: Tammy Erickson Adjunct Professor, LBS  
Moderator: Stefan Stern |
| 12:15| 07:15| 16:15| **BEST OF PREVIOUS YEAR**  
Highlights from 14 Years of „Drucker Forum” |
| 12:30| 07:30| 16:30| **INTERVIEW: Guila Clara Kessous**  
Interview with: Guila Clara Kessous UNESCO Peace Ambassador, Executive coach  
Moderator: Christine Broggiato |
| 12:45| 07:45| 16:45| **BEST OF DIGITAL SUMMER FORUM**  
Highlights from „A Day of Drucker 2021” |
| 13:00| 08:00| 17:00| **BEST OF PREVIOUS YEAR**  
Highlights from 14 Years of „Drucker Forum” |
| 13:45| 08:45| 17:45| **LIVE RED CARPET - Muriel Pénicaud**  
with: Muriel Pénicaud Former Minister of Labour of France  
Moderator: Christine Broggiato |
### NOV 18

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**INTERVIEW: Ed & Peter Schein**
(pre-recorded on 16th)

*Interview with:*

Ed Schein Professor Emeritus of the Massachusetts Institute of Technology (MIT) Sloan School of Management.
Peter Schein Strategy consultant in Silicon Valley

*Moderator: Justin Brady*

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**INTERVIEW: Alexander Alonso**

*Interview with: Alexander Alonso* Chief Knowledge Officer at SHRM

*Moderator: Justin Brady*

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**BEST OF PREVIOUS YEAR**
Highlights from 14 Years of „Drucker Forum”

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**WELCOME USA & INTRO DRUCKER TV**

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**INTERVIEW: Richard Straub**

*Interview with: Richard Straub* President, Peter Drucker Forum

*Moderator: Justin Brady*

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**BOOK SESSION: Jon Clifton**

*Book Session with: Jon Clifton* CEO, Gallup

*Moderator: Jyoti Guptara*

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**3RD LIVE RED CARPET + GOODBYE**

*Moderator: Christine Broggiato*

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**BEST OF “DRUCKER FORUM 2022” - DAY 1**

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**BEST OF PREVIOUS YEARS**
Philip Kotler in 2009 & 2018

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**WRAP UP FROM THE TV-STUDIO**