

18TH GLOBAL
PETER DRUCKER
FORUM



NOV
4 - 5
2026
HOFBURG
Vienna

Next Gen Innovation

When Everything
Depends On Ingenuity

Early
Bird
until
June 30

NOV 6
Master
classes



GLOBAL
PETER DRUCKER
FORUM

Who really represents the legacy of Peter Drucker that is the Forum.

Adi Ignatius Executive VP & Editor in Chief, Harvard Business Group Publisher, HBR Press

Global Peter Drucker Forum is the world's leading management and leadership conference, dedicated to the management philosophy of Peter Drucker, who lived from 1909 to 2005. He was a management professor, writer, and consultant, frequently referred to as the „Father of Management“. The Forum is held annually in November, in Drucker's home town of Vienna, Austria.

In 2026, the conference will be held at Vienna Hofburg on **November 4 + 5** – plus workshops (**November 3**) and master classes on **November 6** (optional).

- **2025 Forum Video:** https://youtu.be/F7hBv_A5f1A
- **2025 LIVE stream on YouTube:** <https://www.youtube.com/@GlobalPeterDruckerForum/streams>
- **2025 Red carpet interviews on YouTube:** <https://www.youtube.com/@GlobalPeterDruckerForum/videos>

All year round the Drucker Forum **blog ,shape the debate'** shares personal views and management insights from the community.

- **Blog:** <https://www.druckerforum.org/blog/>

www.druckerforum.org



GLOBAL PETER DRUCKER FORUM

Statistics 2025

Forum 2025

129
Speakers

643
Participants
66% male
34% female

68
Countries
1. Europe
2. North America
3. Asia
4. Africa
5. South America
6. Australia

114
Participants
Masterclasses

107
Participants
Workshops

Newsletters 2025

49,400
Subscribers

255,171
Unique openings
(Forum)

16,464
Unique clicks
(Forum)

38,682
Article views
(LinkedIn)

157,214
Impressions
(LinkedIn)

Social media

62,558
Followers

723,969
Impressions

194,772
Page views

7,225
Reactions

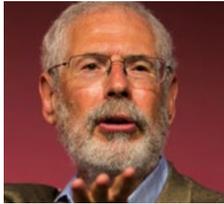
Communication channels

78,888
Users

123,557
Sessions

213,995
Unique pageviews

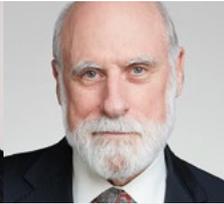
Our excellent speaker community



**Steve
Blank**



**Tim
Brown**



**Vinton G.
Cerf**



**Niren
Chaudhary**



**Amy
Edmondson**



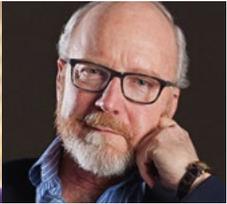
**Tamara J.
Erickson**



**Lynn Forester
de Rothschild**



**Lynda
Gratton**



**John
Hagel III**



**Gary
Hamel**



**Charles
Handy**



**Andrew
Hill**



**Herminia
Ibarra**



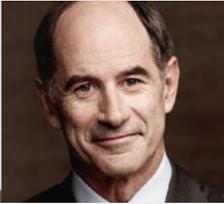
**Adi
Ignatius**



**Robert S.
Kaplan**



**Philip
Kotler**



**Roger L.
Martin**



**Rita
McGrath**



**Mariana
Mazzucato**



**Miriam
Meckel**



**Henry
Mintzberg**



**Rosabeth
Moss Kanter**



**Dambisa
Moyo**



**Kevin
Nolan**



**Carlota
Perez**



**Daniel H.
Pink**



**Paul
Polman**



**Dan
Shechtman**



**Hermann
Simon**



**Don
Tapscott**



**Dave
Ulrich**



**Rick
Warren**



**Avivah
Wittenberg-Cox**



**Martin
Wolf**



**Adrian
Wooldridge**



**Zhang
Ruimin**

GLOBAL PETER DRUCKER FORUM

THE CENTER OF GRAVITY FOR MANAGEMENT THINKING

2009 **Reaching Out –
Coming Home**
Peter Drucker Centennial Forum

2010 **Managing in
the Next Society**

2011 **A Quest for Legitimacy**
How managers can shape the future

2012 **Capitalism 2.0**
New horizons for managers

2013 **Managing
Complexity**

2014 **The Great Transformation**
Managing our Way to Prosperity

2015 **Claiming our Humanity**
Managing in the digital age

2016 **The Entrepreneurial
Society**

2017 **Growth & Inclusive
Prosperity**

2018 **management .
the human dimension**

2019 **The Power of Ecosystems**
Managing in a Networked World

2020 **Leadership Everywhere**
A fresh perspective
on management

2021 **The Human Imperative**
Navigating Uncertainty
In The Digital Age

2022 **Performance that matters**
Sparking The Entrepreneurial Spirit

2023 **Creative Resilience**
Leading In An Age of Discontinuity

2024 **The Next Knowledge Work**
Managing for New Levels of
Value Creation and Innovation

2025 **Next Era Leadership:
All Hands on Deck**

2026 **Next Gen Innovation**
When Everything Depends
on Ingenuity

Drucker Forum's

Pioneering AI-driven Experience



Be part of this project
and help with
the interview

<https://www.druckerforum.org/retrospective/2025/www.druckerforum.org/2025/ai-voice-agent/index.html>

**GLOBAL
PETER DRUCKER
FORUM**

Drucker Forum's Pioneering AI-driven Experience

In a major innovation, this year we offer a pioneering **AI-driven experience** to help you prepare in advance, **contribute** to Drucker Forum content, and **shape** next-era leadership. We appreciate your participation and look forward to your valuable feedback as we refine this tool together!

What you get in return

Deep knowledge for management practice

GPDF Insights, powered by ChatGPT, trained on 16 years of Drucker Forum content to answer your questions on management and leadership.

Influencing the conversation

Experimental AI Voice Agent to engage with you in a dynamic interview format for research on next management.

Wisdom to make decisions

AI-driven Video Library turns our video material into a searchable management knowledge base – powered by Soar.

Visionary insights for a next horizon

We invite you to an exclusive online event on June 24 where we will present and discuss the preliminary findings and you can connect with other participants.

www.druckerforum.org



Culture between

How does
Culture
drive
Innovation?

Tradition and Change



**PETER DRUCKER
CHALLENGE**

www.druckerchallenge.org

Culture between Tradition and Change

How does Culture drive Innovation?

– Theme of the Peter Drucker Challenge in 2026

The essay contest for the young generation of the world

Peter Drucker Challenge aims to engage the young generation in addressing the opportunities and challenges of our time in the light of Peter Drucker's **human-centered management philosophy**.

The contest is designed to complement and enrich the **multi-generational exchange** of views and ideas at the Global Peter Drucker Forum.

Gala Dinner and Peter Drucker Challenge Award 2022

– **Video:** <https://youtu.be/Q9sSOvBe2Ls>

Peter Drucker Challenge (overview)

– **Video:** <https://youtu.be/pGX5GZqV0fc>



INAUGURATION



VIENNA CENTER FOR MANAGEMENT INNOVATION

14. SEPT. 2022



GLOBAL PETER DRUCKER FORUM

*Management innovation is as important to economic progress
as is technological innovation.*

– David J. Teece, Prof. Haas School of Business, University of California, Berkeley

A global powerhouse for management innovation

The center serves as a global meeting place for **dialogue and research**, both virtual and physical, with involvement of **creative minds** in management theory and practice. As a thinktank it will provide the Global Peter Drucker Forum with **thought leadership input**. It is the springboard for **new initiatives** to advance the theory and practice of management such as the **Topic Leadership Circles** and the **Vienna Salons**.

– **Video:** <https://youtu.be/7lwAXXMtK8g>

THE NEXT MANAGEMENT

REFRAMING MANAGEMENT
FOR THE 21ST CENTURY

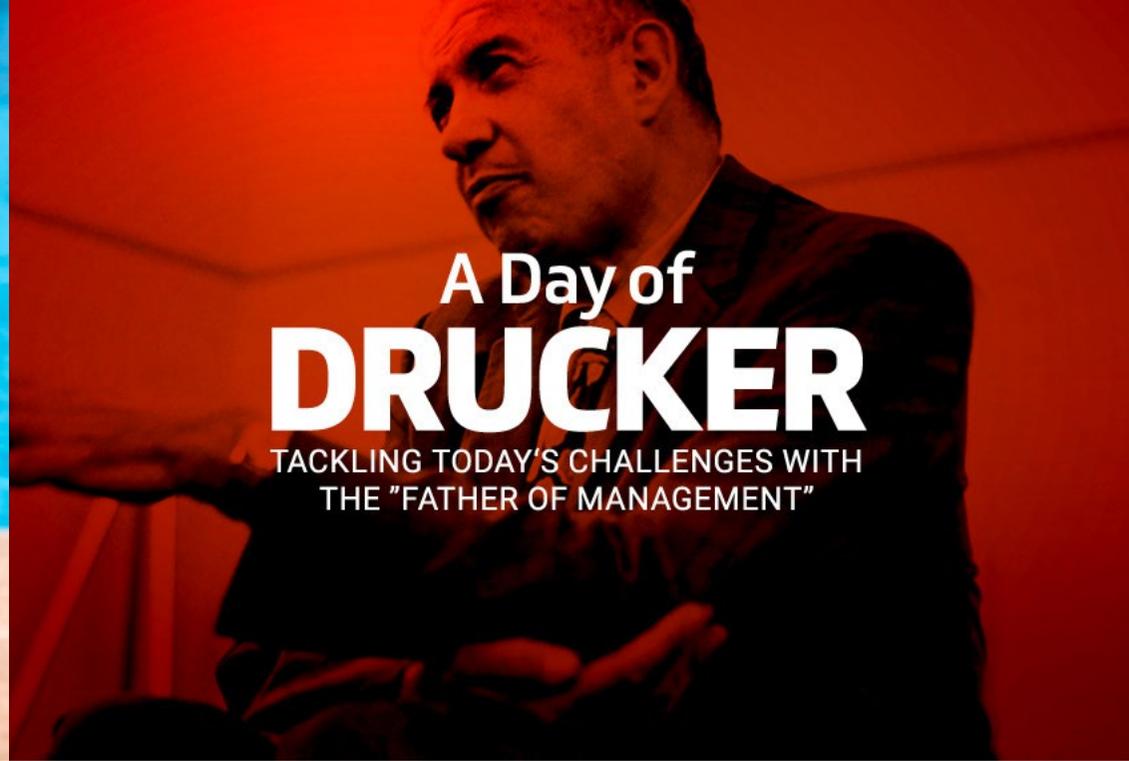


**GLOBAL
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Reframing Management for the 21st Century – The Next Management.

An ambitious commitment to developing the “The Next Management” – echoing Peter Drucker’s “Next Society” – by Richard Straub marked the successful conclusion of the 2023 Drucker Forum. The challenge of moving management to a new level will be the overarching theme of the next five Forums, culminating in the 20th Forum in November 2028. Stay tuned!

- **Announcement at the Drucker Forum 2023:** <https://www.youtube.com/watch?v=fdWEEQF6Two>
- **Watch the kick-off session:** <https://www.youtube.com/watch?v=gh2GfAnRyMM>
- **Read more:** https://www.druckerforum.org/fileadmin/user_upload/the_next_management/files_article/TNM_7points_A4_en.pdf



A Day of **DRUCKER**

TACKLING TODAY'S CHALLENGES WITH
THE "FATHER OF MANAGEMENT"

GLOBAL PETER DRUCKER FORUM

*We are standing on Peter Drucker's shoulders working to project
his profound insights into the future.*

– Richard Straub, Founder and President of the Global Peter Drucker Forum

Peter F. Drucker

– **Webpage:** <https://www.druckerforum.org/peter-f-drucker/>

Digital Day of Drucker (digital conference)

– **Flip-book:** https://www.druckerforum.org/files/2021/Flip_Books/DOD21_booklet_flipbook/A_Day_of_Drucker_A4_booklet_PDB%2009.22.08.html

Frances Hesselbein (CEO of the Girl Scouts of the USA) **about Peter Drucker**

– **Video:** <https://youtu.be/EFzSF4Lpeuw>

Interview with Richard Straub (Founder and President Global Peter Drucker Forum) **about Peter Drucker and Drucker Forum**

– **Podcast:** <https://open.spotify.com/episode/0fnQtXuchSL9xipiKz4Swo>

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