


GLOBAL PETER DRUCKER FORUM

*The Forum really represents the legacy of Peter Drucker.*

**Adi Ignatius** Senior Vice President and Editor at Large, Harvard Business Review

**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/









# GLOBAL PETER DRUCKER FORUM

## Statistics 2025

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|---|---|---|---|---|---|
| **Forum 2025** | **129**<br>**Speakers** | **643**<br>**Participants**<br>66% male<br>34% female | **68**<br>**Countries**<br>1. Europe<br>2. North America<br>3. Asia<br>4. Africa<br>5. South America<br>6. Australia | **114**<br>**Participants**<br>Masterclasses | **107**<br>**Participants**<br>Workshops |
| **Newsletters 2025** | **49,400**<br>**Subscribers** | **255,171**<br>**Unique openings**<br>(Forum) | **16,464**<br>**Unique clicks**<br>(Forum) | **38,682**<br>**Article views**<br>(LinkedIn) | **157,214**<br>**Impressions**<br>(LinkedIn) |
| **Social media** | **62,558**<br>**Followers** | **723,969**<br>**Impressions** | **194,772**<br>**Page views** | **7,225**<br>**Reactions** | |
| **Communication channels** | **78,888**<br>**Users** | **123,557**<br>**Sessions** | **213,995**<br>**Unique pageviews** | | |

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# *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 **Mazzuccato** | 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

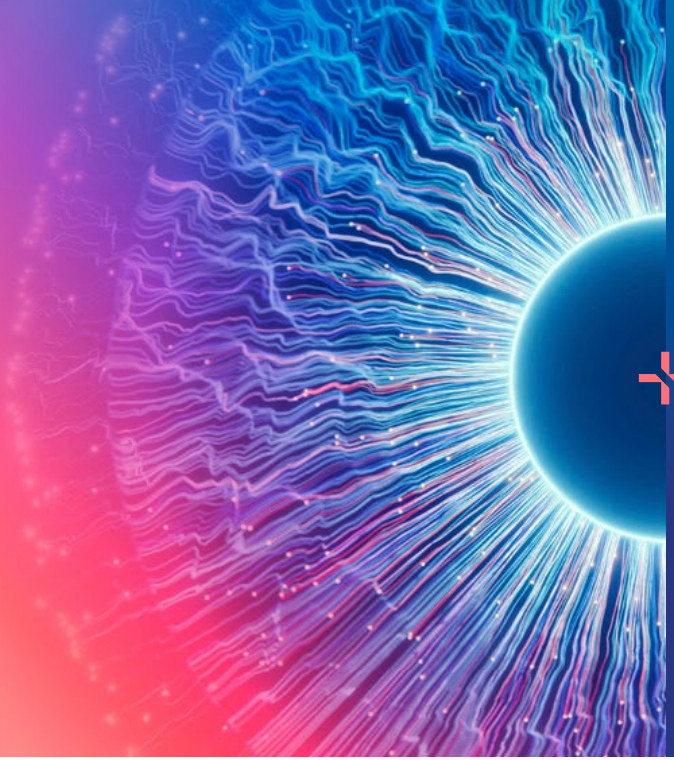
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THE CENTER OF GRAVITY FOR MANAGEMENT THINKING

| | | | | | |
|---|---|---|---|---|---|
| 2009 | **Reaching Out – Coming Home**<br>Peter Drucker Centennial Forum | 2015 | **Claiming our Humanity**<br>Managing in the digital age | 2021 | **The Human Imperative**<br>Navigating Uncertainty In The Digital Age |
| 2010 | **Managing in the Next Society** | 2016 | **The Entrepreneurial Society** | 2022 | **Performance that matters**<br>Sparking The Entrepreneurial Spirit |
| 2011 | **A Quest for Legitimacy**<br>How managers can shape the future | 2017 | **Growth & Inclusive Prosperity** | 2023 | **Creative Resilience**<br>Leading In An Age of Discontinuity |
| 2012 | **Capitalism 2.0**<br>New horizons for managers | 2018 | **management . the human dimension** | 2024 | **The Next Knowledge Work**<br>Managing for New Levels of Value Creation and Innovation |
| 2013 | **Managing Complexity** | 2019 | **The Power of Ecosystems**<br>Managing in a Networked World | 2025 | **Next Era Leadership: All Hands on Deck** |
| 2014 | **The Great Transformation**<br>Managing our Way to Prosperity | 2020 | **Leadership Everywhere**<br>A fresh perspective on management | 2026 | **Next Gen Innovation**<br>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

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## 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.






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



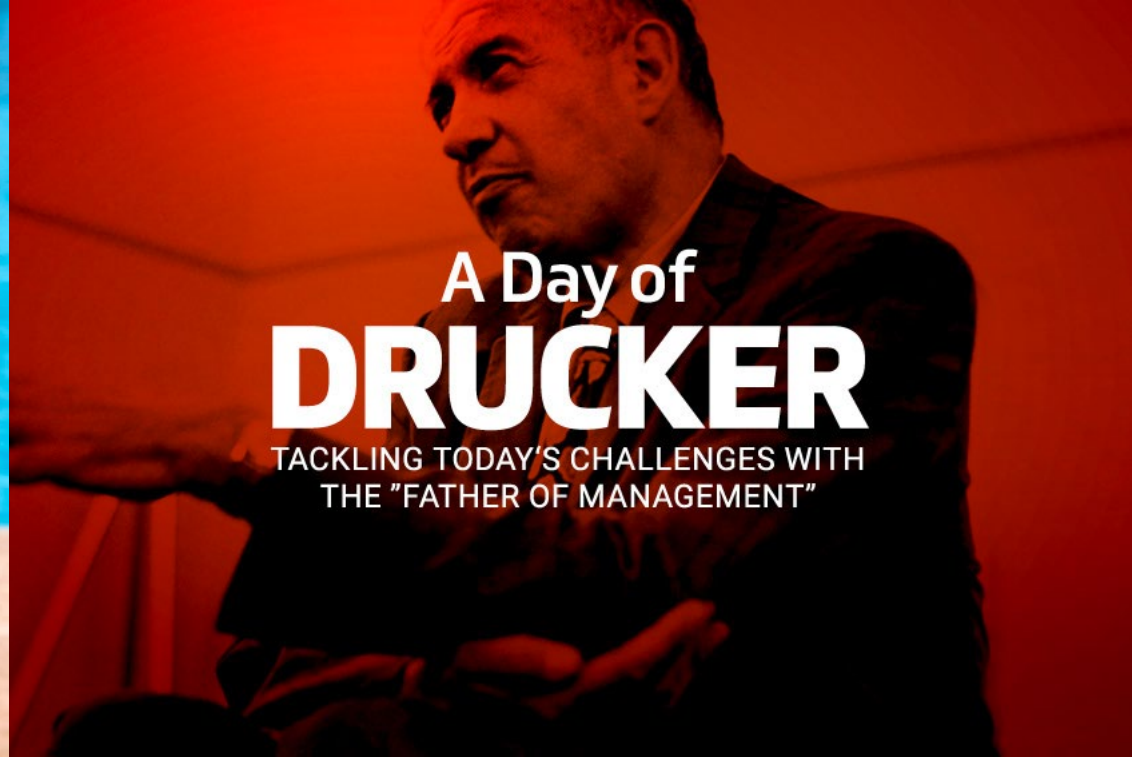

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## *Reframing Management for the 21st Century – The Next Management.*

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






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***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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