

PROGRAM / DAY I

«A Quest
for Legitimacy –
How Managers
Can Shape
the Future»

Conference
chaired by **Richard Straub**
President Drucker Society Europe

DAY I	THURSDAY 3 NOVEMBER 2011	ROOM
07.30 – 09.00	REGISTRATION AND WELCOME COFFEE	ENTRANCE HALL
09.00 – 10.00	OPENING Capitalism at a Crossroads CHAIR Richard Straub (AT) President, Peter Drucker Society Europe	JESUIT HALL 2ND FLOOR
WELCOME ADDRESS	Doris Drucker (US) Board member, the Drucker Institute (video message) Klaus Pöttinger (AT) Vice-President, Federation of Austrian Industries Walter Rothensteiner (AT) Chairman of the Managing Board and CEO, Raiffeisen Zentralbank Österreich AG	
KEYNOTE	Charles Handy (UK) Social philosopher and celebrated author «Is There a Future for Capitalism?»	
10.00 – 11.15	PLENARY I Responsibility Towards Society: Shared Value – Great Concept. How can it work in Practice? CHAIR Helmut Brandstätter (AT) Editor-in-chief of Austrian daily Kurier	JESUIT HALL 2ND FLOOR
KEYNOTE	Mark R. Kramer (US) Managing Director, FSG, and Senior Fellow CSR Initiative Harvard Kennedy School of Government; co-author with Michael Porter of the Harvard Business Review article «The Big Idea: Creating Shared Value» «Creating Shared Value: Redefining the Role of Business in Society»	
STATEMENT	Adrian Wooldridge (UK) Management Editor of The Economist «Shared Value--Wise Strategy or Pious Hope?»	
PANEL DISCUSSION	Georg Knoth (DE) CEO & Regional Executive, General Electric in Central Europe Patrick de Cambourg (FR) President and CEO of the Group Executive Board, Mazars Peter Gomez (CH) Professor of Management, University of St. Gallen; president of the Swiss Stock Exchange; initiator of the «Swiss Dialogue»	
11:15 – 11:45	COFFEE BREAK	PILLARED HALL 1ST FLOOR

DAY I	THURSDAY 3 NOVEMBER 2011	ROOM
11.45 – 12.30	BREAKOUT DISCUSSION SESSION I TRACK A: Good practices for shared value	AULA LOUNGE GROUND FLOOR
MODERATOR	Stefan Stern (UK) Director of Strategy, Edelman	
TRACK A	Adrian Wooldrigde (UK) Management Editor „The Economist“ Peter Gomez (CH) Professor of Management, University of St. Gallen; Initiator of the «Swiss Dialogue»	
	BREAKOUT DISCUSSION SESSION I TRACK B: What are the challenges of growing a business and maintaining values?	JESUIT HALL 2ND FLOOR
MODERATOR	Angelica Kohlmann Küpper (DE) CEO Ifitech, Advisory Board Member Peter Drucker Society	
TRACK B	Mark R. Kramer (US) Managing Director, FSG, and Senior Fellow CSR Initiative Harvard Kennedy School of Government; co-author with Michael Porter of the Harvard Business Review article «The Big Idea: Creating Shared Value» Patrick de Cambourg (FR) President and CEO of the Group Executive Board, Mazars Georg Knoth (DE) CEO & Regional Executive, General Electrics in Central Europe	
12.30 – 13.00	CONCLUDING PLENARY Feedback from Breakout Session Moderators Conclusions by the panel	JESUIT HALL 2ND FLOOR
13:00 – 14:30	LUNCH BREAK	PILLARED HALL 1ST FLOOR
14:00 – 14:30	BOOK SIGNING at MANZ booth BOOK SIGNING at EMERALD Group Publishing booth	PILLARED HALL 1ST FLOOR
14.30 – 15.00	INTERVIEW A Drucker Renaissance in Japan	JESUIT HALL 2ND FLOOR
MODERATOR	Lawrence Greenspun (US) Senior Program Manager, the Drucker Institute	
TRANSLATOR	Emi Makino Natsumi Iwasaki (JP) On-stage interview with the author of the bestselling novel in Japan in 2010, featuring the ideas of Peter Drucker.	
15.00 – 16.15	PLENARY II The Internal Side of Value Creation - Unleashing the Power within the Organization	JESUIT HALL 2ND FLOOR
CHAIR	Mario Vaupel (DE) Professor of Sustainable Leadership, Steinbeis University Berlin	
KEYNOTE	Rakesh Khurana (US) Professor of organizational behavior, Harvard Business School «How professionalization will strengthen the management capacity in organizations.»	

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STATEMENTS	<p>Angelika Bergmann (BE) Executive Director, Management Centre Europe (MCE) «Leadership and Successful Strategy Implementation – How to Align People to your Strategy»</p> <p>K.H. Moon (KR) President of the New Paradigm Institute of Seoul; Board Member, the Drucker Institute; former CEO of Yuhan-Kimberly</p>	
PANEL DISCUSSION	<p>Jack Bergstrand (US) Management consultant and writer; founder and CEO of Brand Velocity Inc; former Vice President, Business Systems, Coca-Cola</p> <p>Stephen Harding (UK) Director, Towers Watson; co-author with Thomas O. Davenport of <i>Manager Redefined</i></p>	
16:15 – 16:45	COFFEE BREAK	PILLARED HALL 1ST FLOOR
16.45 – 17.30	<p>BREAKOUT DISCUSSION SESSION II TRACK A: The Hippocratic Oath: What are the experiences from the first years?</p>	JESUIT HALL 2ND FLOOR
MODERATOR	<p>Martin Möhrle (DE) Former CLO Deutsche Bank</p> <p>Rakesh Khurana (US) Marvin Bower Professor of Leadership Development at the Harvard Business School.</p>	
MODERATOR	<p>TRACK B: How can we make knowledge work effective?</p> <p>Stefan Gueldenberg (LI) Chair of International Management, Head of Institute, University of Liechtenstein Institute for Entrepreneurship</p> <p>Jack Bergstrand (US) Management consultant and writer; founder and CEO of Brand Velocity Inc; former Vice President, Business Systems, Coca-Cola</p> <p>K.H. Moon (KR) President of the New Paradigm Institute of Seoul; Board Member, the Drucker Institute; former CEO of Yuhan-Kimberly</p>	AULA LOUNGE GROUND FLOOR
MODERATOR	<p>TRACK C: Manager behaviours – what promotes an engaged workforce?</p> <p>Wolfgang Erharter (AT) Malik Management Zentrum St. Gallen</p> <p>Stephen Harding (UK) Director, Towers Watson; co-author with Thomas O. Davenport of <i>Manager Redefined</i></p> <p>Angelika Bergmann (BE) Executive Director, Management Centre Europe (MCE)</p>	SCIENCE CAFÉ GROUND FLOOR
17.30 – 18.00	<p>CONCLUDING PLENARY Feedback from Breakout Session Moderators Conclusions by the panel</p>	JESUIT HALL 2ND FLOOR
20.00 – 24.00	<p>COCKTAIL AND GALA DINNER Drucker Challenge Awards Ceremony</p> <p>Jürgen Hairbucher (DE) Director Open Lab, Munich, Intel Labs Europe</p>	MUSEUM FOR APPLIED ARTS / CONTEMPORARY ARTS (MAK)

PROGRAM / DAY II

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DAY II	FRIDAY 4 NOVEMBER 2011	ROOM
09.00 – 10.15	PLENARY I Addressing the Needs of the Underserved How the Bottom of the Pyramid can create Value CHAIR Christopher Maclay (UK) Associates Programmes Manager, EEP/shiree	JESUIT HALL 2ND FLOOR
KEYNOTES	Deepa Prahalad (US) Strategy consultant; co-author with Ravi Sawhney of <i>Predictable Magic: Unleash the Power of Design Strategy to Transform Your Business</i> «Why the Bottom of the Pyramid Matters for Everyone» Iqbal Z. Quadir (US) Professor of the practice of Development and Entrepreneurship and Founder and Director of the Legatum Center for Development and Entrepreneurship at MIT Founder and former CEO of Grameenphone in Bangladesh «Bottom-Up Entrepreneurship»	
PANEL DISCUSSION	Venkatesh Valluri (IN) President Ingersoll Rand India Michael Fürst (CH) Manager Corporate Citizenship, Novartis International AG	
10:15 – 10:45	COFFEE BREAK	PILLARED HALL 1ST FLOOR
10.45 – 11.30	BREAKOUT DISCUSSION SESSION I TRACK A: Emerging Markets as an Innovation Hub MODERATOR Bernhard Weber (AT) Co-founder and Managing Director, Institute for Development Cooperation (ICEP)	JESUIT HALL 2ND FLOOR
	Deepa Prahalad (US) Strategy consultant; co-author with Ravi Sawhney of <i>Predictable Magic: Unleash the Power of Design Strategy to Transform Your Business</i> Venkatesh Valluri (IN) President Ingersoll Rand India	
MODERATOR	TRACK B: Building credibility, collaboration and profits on the ground Hartwig Kirner (AT) Managing Director Fairtrade Austria	AULA LOUNGE GROUND FLOOR
	Iqbal Z. Quadir (US) Professor of the practice of Development and Entrepreneurship and Founder and Director of the Legatum Center for Development and Entrepreneurship at MIT Founder and former CEO of Grameenphone in Bangladesh Michael Fürst (AT) Manager Corporate Citizenship, Novartis International AG	

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12:00 – 13:30	COFFEE BREAK	PILLARED HALL 1ST FLOOR
13:00 – 13:30	BOOK SIGNING at MANZ booth BOOK SIGNING at EMERALD Group Publishing booth	PILLARED HALL 1ST FLOOR
13.30 – 15.00	PLENARY II The Future of Management Education	JESUIT HALL 2ND FLOOR
CHAIR	Laurent Choain (FR) Chief HR Officer, Mazars	
KEYNOTE	Thomas Sattelberger (DE) Executive Committee member and CHRO, Deutsche Telekom «From curse to cure: challenges for management education»	
STATEMENT	Daniel Weihs (IL) Distinguished Professor of Aerospace Engineering; Chief Scientist, Israel Ministry of Science & Technology «The Importance of Imbuing Managements Skills for Engineers and Scientists»	
PANEL DISCUSSION	Ivo Matser (NL) CEO, TSM Business School Julia Middleton (UK) Founder and Chief Executive of Common Purpose	
15.00 – 16.00	SESSION with Peter Drucker Challenge TOP Winners The Perspective of the younger Generation	JESUIT HALL 2ND FLOOR
MODERATOR	Helmut Haussmann (DE) Former German Federal Minister of Economics Vice-President Capgemini	
16.00 – 16.30	CLOSING	JESUIT HALL 2ND FLOOR
	Rick Wartzman (US) Executive Director, the Drucker Institute, Claremont Graduate University Learnings from the Drucker Forum 2011	
	Richard Straub (AT) President, Peter Drucker Society Europe Closing Remarks and Outlook 2012 and 2013	