PROGRAM / DAY I

THURSDAY 3 NOVEMBER 2011

07.30 – 09.00
REGISTRATION AND WELCOME COFFEE

09.00 – 10.00
OPENING
Capitalism at a Crossroads

CHAIR
Richard Straub (AT)
President, Peter Drucker Society Europe

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

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
THURSDAY 3 NOVEMBER 2011

11.45 – 12.30
BREAKOUT DISCUSSION SESSION I
TRACK A: Good practices for shared value
MODERATOR
Stefan Stern (UK)
Director of Strategy, Edelman

TRACK A
Adrian Wooldridge (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?
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

13:00 – 14:30
LUNCH BREAK
BOOK SIGNING at MANZ booth
BOOK SIGNING at EMERALD Group Publishing booth

14.00 – 14:30
BOOK SIGNING at EMERALD Group Publishing booth

14.30 – 15.00
INTERVIEW
A Drucker Renaissance in Japan
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
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.»
**DAY I**

**THURSDAY 3 NOVEMBER 2011**

**STATEMENTS**

Angelika Bergmann (BE)
Executive Director, Management Centre Europe (MCE)
«Leadership and Successful Strategy Implementation – How to Align People to your Strategy»

K.H. Moon (KR)
President of the New Paradigm Institute of Seoul; Board Member, the Drucker Institute;
former CEO of Yuhan-Kimberly

**PANEL DISCUSSION**

Jack Bergstrand (US)
Management consultant and writer; founder and CEO of Brand Velocity Inc;
former Vice President, Business Systems, Coca-Cola

Stephen Harding (UK)
Director, Towers Watson; co-author with Thomas O. Davenport of Manager Redefined

**16:15 – 16:45**

**BREAKOUT DISCUSSION SESSION II**

**TRACK A:** The Hippocratic Oath: What are the experiences from the first years?

**MODERATOR**

Martin Möhrle (DE)
Former CLO Deutsche Bank

Rakesh Khurana (US)
Marvin Bower Professor of Leadership Development at the Harvard Business School.

**TRACK B:** How can we make knowledge work effective?

**MODERATOR**

Stefan Gueldenberg (LI)
Chair of International Management, Head of Institute, University of Liechtenstein Institute for Entrepreneurship

Jack Bergstrand (US)
Management consultant and writer; founder and CEO of Brand Velocity Inc;
former Vice President, Business Systems, Coca-Cola

K.H. Moon (KR)
President of the New Paradigm Institute of Seoul; Board Member, the Drucker Institute;
former CEO of Yuhan-Kimberly

**TRACK C:** Manager behaviours – what promotes an engaged workforce?

**MODERATOR**

Wolfgang Erharter (AT)
Malik Managegement Zentrum St. Gallen

Stephen Harding (UK)
Director, Towers Watson; co-author with Thomas O. Davenport of Manager Redefined

Angelika Bergmann (BE)
Executive Director, Management Centre Europe (MCE)

**17.30 – 18.00**

**CONCLUDING PLENARY**

Feedback from Breakout Session Moderators
Conclusions by the panel

**20.00 – 24.00**

**COCKTAIL AND GALA DINNER**

Drucker Challenge Awards Ceremony

**COCKTAIL SPEECH**

Jürgen Hairbucher (DE)
Director Open Lab, Munich, Intel Labs Europe
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tr>
<td>09:00 – 10:15</td>
<td><strong>PLENARY I</strong>&lt;br&gt;Addressing the Needs of the Underserved&lt;br&gt;How the Bottom of the Pyramid can create Value</td>
<td><strong>Jesuit Hall</strong>&lt;br&gt;2nd Floor</td>
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<td><strong>CHAIR</strong>&lt;br&gt;Christopher Maclay (UK)&lt;br&gt;Associates Programmes Manager, EEP/shiree</td>
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<td><strong>KEYNOTES</strong>&lt;br&gt;Deepa Prahalad (US)&lt;br&gt;Strategy consultant; co-author with Ravi Sawhney of Predictable Magic: Unleash the Power of Design Strategy to Transform Your Business&lt;br&gt;«Why the Bottom of the Pyramid Matters for Everyone»</td>
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<td>Iqbal Z. Quadir (US)&lt;br&gt;Professor of the practice of Development and Entrepreneurship and Founder and Director of the Legatum Center for Development and Entrepreneurship at MIT&lt;br&gt;Founder and former CEO of Grameenphone in Bangladesh&lt;br&gt;«Bottom-Up Entrepreneurship»</td>
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<td>10:15 – 10:45</td>
<td><strong>COFFEE BREAK</strong></td>
<td><strong>Pillared Hall</strong>&lt;br&gt;1st Floor</td>
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<td>10:45 – 11:30</td>
<td><strong>BREAKOUT DISCUSSION SESSION I</strong>&lt;br&gt;<strong>TRACK A:</strong> Emerging Markets as an Innovation Hub</td>
<td><strong>Jesuit Hall</strong>&lt;br&gt;2nd Floor</td>
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<td><strong>MODERATOR</strong>&lt;br&gt;Bernhard Weber (AT)&lt;br&gt;Co-founder and Managing Director, Institute for Development Cooperation (ICEP)</td>
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<td>Deepa Prahalad (US)&lt;br&gt;Strategy consultant; co-author with Ravi Sawhney of Predictable Magic: Unleash the Power of Design Strategy to Transform Your Business</td>
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<td>Venkatesh Valluri (IN)&lt;br&gt;President Ingersoll Rand India</td>
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<td></td>
<td>Michael Fürst (CH)&lt;br&gt;Manager Corporate Citizenship, Novartis International AG</td>
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<td>11:30 – 12:15</td>
<td><strong>TRACK B:</strong> Building credibility, collaboration and profits on the ground</td>
<td><strong>Aula Lounge</strong>&lt;br&gt;Ground Floor</td>
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<td><strong>MODERATOR</strong>&lt;br&gt;Hartwig Kirner (AT)&lt;br&gt;Managing Director Fairtrade Austria</td>
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<td>Michael Fürst (AT)&lt;br&gt;Manager Corporate Citizenship, Novartis International AG</td>
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**FRIDAY 4 NOVEMBER 2011**

**11.30 – 12.00**

**CONCLUDING PLENARY**

*Feedback from Breakout Session Moderators*

*Conclusions by the panel*

**ROOM**

*JESUIT HALL* 2ND FLOOR

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**12.00 – 13.30**

**COFFEE BREAK**

**ROOM**

*PILLARED HALL* 1ST FLOOR

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**13.00 – 13.30**

**BOOK SIGNING at MANZ booth**

**BOOK SIGNING at EMERALD Group Publishing booth**

**ROOM**

*PILLARED HALL* 1ST FLOOR

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**13.30 – 15.00**

**PLENARY II**

*The Future of Management Education*

**CHAIR**

Laurent Choain *(FR)*

Chief HR Officer, Mazars

**ROOM**

*JESUIT HALL* 2ND FLOOR

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**KEYNOTE**

Thomas Sattelberger *(DE)*

Executive Committee member and CHRO, Deutsche Telekom

«From curse to cure: challenges for management education»

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**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»

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**PANEL DISCUSSION**

Ivo Matser *(NL)*

CEO, TSM Business School

Julia Middleton *(UK)*

Founder and Chief Executive of Common Purpose

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**15.00 – 16.00**

**SESSION with Peter Drucker Challenge TOP Winners**

*The Perspective of the younger Generation*

**MODERATOR**

Helmut Haussmann *(DE)*

Former German Federal Minister of Economics

Vice-President Capgemini

**ROOM**

*JESUIT HALL* 2ND FLOOR

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**16.00 – 16.30**

**CLOSING**

**ROOM**

*JESUIT HALL* 2ND FLOOR

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Rick Wartzman *(US)*

Executive Director, the Drucker Institute, Claremont Graduate University

*Learnings from the Drucker Forum 2011*

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Richard Straub *(AT)*

President, Peter Drucker Society Europe

*Closing Remarks and Outlook 2012 and 2013*