



WORLD BUSINESS FORUM

Attendee Workbook

WBFNY.COM



October 5-6, 2010 | Radio City Music Hall® | New York City

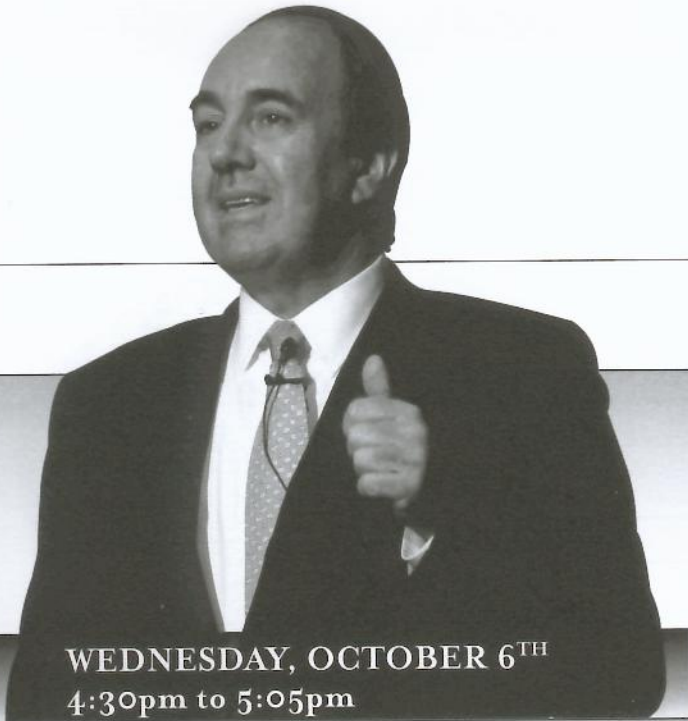
EVENT AGENDA

TUESDAY, OCTOBER 5TH

8:15 am	Theater Doors Open
9:00 am	Jim Collins
10:30 am	Coffee Break
11:00 am	Bill McDermott
11:20 am	Jack Welch
12:30 pm	Break
2:00 pm	Carlos Brito
2:30 pm	Charlene Li
3:15 pm	Martin Lindstrom
4:00 pm	Coffee Break
4:30 pm	Joseph Grenny
5:10 pm	David Gergen
6:00 pm	

WEDNESDAY, OCTOBER 6TH

8:15 am	Theater Doors Open
9:00 am	Steve Levitt
9:45 am	Joseph Stiglitz
10:30 am	Coffee Break
11:00 am	Marvin Odum
11:15 am	Al Gore
12:30 pm	Break
2:00 pm	A.G. Lafley
2:30 pm	Renée Mauborgne
3:15 pm	Vijay Govindarajan
4:00 pm	Coffee Break
4:20 pm	Luca Majocchi
4:30 pm	Nando Parrado
5:05 pm	James Cameron
6:00 pm	



NANDO PARRADO

CRISIS MANAGEMENT

EFFECTIVE LEADERSHIP AMIDST CHAOS:
THE MIRACLE OF THE ANDES

- How leadership and teamwork help to overcome a crisis
- How crisis can impact people
- Why the ability to quickly make decisions is a determining factor
- The tools to successfully handle a crisis, identify the leader and manage the team
- Understanding the different leadership styles in a difficult context

WEDNESDAY, OCTOBER 6TH
4:30pm to 5:05pm

Fernando Parrado is one of the survivors of the airplane crash of Uruguayan Air Force Flight 571 in the Andes in 1972 - one of the greatest survival stories ever. After the accident, he helped publish the bestselling book *Alive: The Story of the Andes Survivors*. In 2006, he co-wrote the *New York Times* bestseller *Miracle in the Andes: 72 Days on the*

Mountain and My Long Trek Home. Parrado tells his story to audiences around the world, sharing the powerful and emotive lessons on leadership, teamwork, and crisis management he dramatically learned through his ordeal with many of today's leading companies.