



AN UNCERTAIN WORLD

PLANNING FOR 2025 AND BEYOND

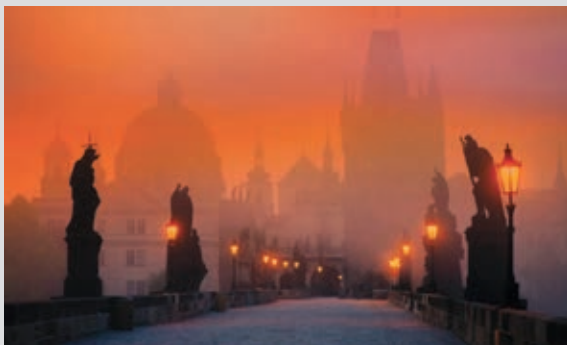
8th CRF International Conference ■ 12 – 14 October 2016, Prague



AN UNCERTAIN WORLD: PLANNING FOR 2025 AND BEYOND

Corporate Research Forum's 8th International Conference will be held in Prague on the afternoon of Wednesday 12 October and Thursday and Friday the 13 and 14 October 2016.

Entitled '[An Uncertain World: Planning for 2025 and Beyond](#)' we will be focussing on what the future might hold, the impact of uncertainty and how organisations might best prepare for unpredictable, non-incremental change. In an evermore volatile world, the complexities and ambiguities of corporate and personal life continue to challenge our abilities to set out coherent and achievable plans and strategic goals and develop organisations and people to optimise the success and wellbeing of both.



We will analyse the processes available to us in making realistic assessments and assumptions of the future, as well as taking an informed view of where the most significant developments and changes might occur.

Our International Conference continues to grow as an influential forum for business leaders and HR specialists who recognise that leveraging the capability of their organisations and people requires open-minded debate, a willingness to challenge conventional thinking and an ability to identify and implement those changes which can make major differences. We endeavour to broaden the horizons of attendees through a mix of informed presentations and informal discussions allowing everyone to take away a collection of thoughts, ideas and concepts which they can develop and adapt to meet the circumstances of their own organisations. As ever, we pose more questions than we provide answers.

It takes no more than a few moments thought to see that the world continues to be a dangerous and chaotic place politically with a fragile global economic environment and widespread insecurity and inequality, conditions fostering social upheaval and unrest. At the same time, advances in technology are providing opportunities for greater longevity, ease and comfort of living and travel and a global community which is instantly connected and able to communicate. Small wonder then that there is uncertainty; uncertainty internationally, nationally, organisationally and individually.

Against this background, businesses are trying to develop effective strategies and operational procedures to achieve success – however they define this. Some uncertainties, where we recognise their existence and possible outcomes, can be dealt with by assessment of risk, organisational agility and smart management. Other uncertainties of which we are unaware or do not understand present an ongoing challenge at all levels. However, the impact of such uncertainties can be ameliorated by early identification and developing a range of contingencies. Recognising the nature of uncertainty is an essential starting point and is the theme running through the conference.



AGENDA

WEDNESDAY 12 OCTOBER

AFTERNOON

Pre-conference masterclasses

- Concentra, Duke Corporate Education, IMD, KPMG

EVENING

Welcome cocktail reception

- Mojmír Hampl, Vice Governor, Czech National Bank (CNB)

THURSDAY 13 OCTOBER

MORNING

Conference registration

Welcome and introduction

- Dr. Margaret Heffernan, Author and Producer

Scenario planning

- Paul Schoemaker, The Wharton School, University of Pennsylvania

How is the world financed?

- Professor Arturo Bris, IMD Business School

Understanding the time we are in

- Professor Ian Goldin, Oxford Martin School, University of Oxford

LUNCH

AFTERNOON

Politics – the here and now

- Edward Carr, Deputy Editor, *The Economist*

Developing the right mindset

- Paul Schoemaker, The Wharton School, University of Pennsylvania

Where is technology taking us?

- Dr. Carsten Sørensen, London School of Economics

EVENING

Drinks

Conference dinner

FRIDAY 14 OCTOBER

MORNING

Prague city tour

Global financial perspective – 2025

- Professor Arturo Bris, IMD Business School

Where are we heading?

- Professor Ian Goldin, Oxford Martin School, University of Oxford

LUNCH

AFTERNOON

Politics – 2025

- Edward Carr, Deputy Editor, *The Economist*

What might we expect? What should we do?

- Paul Schoemaker, The Wharton School, University of Pennsylvania

Conference forum

- Conference speakers

Conference closes

CONFERENCE SPEAKERS



CONFERENCE CHAIR

DR. MARGARET HEFFERNAN – AUTHOR AND PRODUCER

Dr. Margaret Heffernan produced programmes for the BBC for 13 years. She then moved to the U.S. where she spearheaded multimedia productions for Intuit, The Learning Company and Standard & Poors. She was Chief Executive of InfoMation Corporation, ZineZone Corporation and then iCast Corporation, and was named one of the “Top 25” by *Streaming Media* magazine and one of the “Top 100 Media Executives” by *The Hollywood Reporter*.



DRINKS RECEPTION SPEAKER

MOJMÍR HAMPL – CZECH NATIONAL BANK

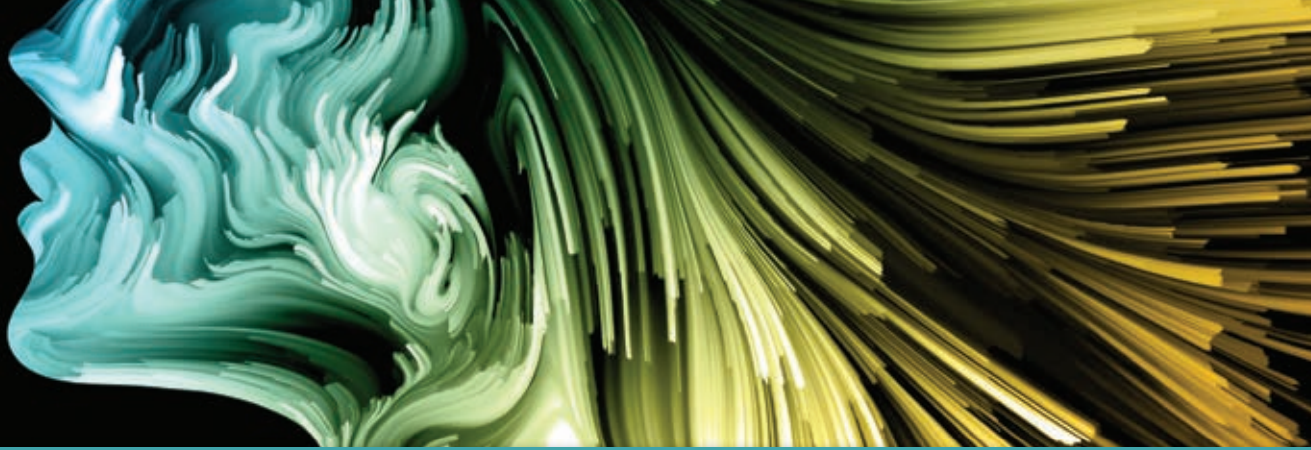
Welcoming us to Prague at our pre-conference drinks reception will be Mojmír Hampl, Vice Governor of the Czech National Bank (CNB).

Vice Governor of the CNB since 2008 and a member of the CNB’s Board since 2006, Mojmír served as Chief Executive Director of the Czech Consolidation Agency, a state-run bank. Prior to this, he worked as an economist at Česká Spořitelna – Erste Group and was also an external adviser to the Minister of Finance of the Czech Republic as part of an expert group preparing a public finance reform proposal.



PROFESSOR ARTURO BRIS – IMD BUSINESS SCHOOL

Professor Arturo Bris leads the world-renowned World Competitiveness Centre at IMD Business School and is the organisation’s Professor of Finance. Prior to joining IMD, Arturo was the Robert B & Candice J. Haas Associate Professor of Corporate Finance at the Yale School of Management. A Research Associate of the European Corporate Governance Institute and a member of the Yale International Institute for Corporate Governance, he has worked extensively on issues of corporate governance, financial regulation and international valuation.



EDWARD CARR – DEPUTY EDITOR, THE ECONOMIST

Edward Carr is the Deputy Editor of *The Economist*. He joined the newspaper as a Science Correspondent in 1987. After a series of jobs covering electronics, trade, energy and the environment, he moved to Paris to write about European business. In 2000, after a period as Business Editor, Edward joined the *Financial Times*, where he worked latterly as News Editor. He returned to *The Economist* in 2005 as Britain Editor followed by Business Affairs Editor and latterly Foreign Editor, before taking up his current role.



PROFESSOR IAN GOLDIN – OXFORD MARTIN SCHOOL, UNIVERSITY OF OXFORD

Professor Ian Goldin is the founding Director of the Oxford Martin School at the University of Oxford and the University Professor of Globalisation and Development. Ian has been knighted by the French Government and nominated Global Leader of Tomorrow by the World Economic Forum. He has extensive private sector experience, including as an independent non-executive director for a number of listed companies.



PAUL SCHOEMAKER – THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Paul Schoemaker is internationally known for his work on decision making and strategy, and is the founder and Executive Chairman of Decision Strategies International, Inc. He also serves as Research Director of the Mack Institute for Innovation Management at The Wharton School of the University of Pennsylvania.



DR. CARSTEN SØRENSEN – LONDON SCHOOL OF ECONOMICS

Dr. Carsten Sørensen is a leading authority on organisational innovation with information technology and the future of work. He lectures in Information Systems and Innovation at the London School of Economics. Since 2008 much of his research has focused on the organisational and societal implications of infrastructure digitalisation. He has acted as an adviser to various research bodies on the future of work and has consulted for a range of organisations, including Microsoft, Google, Telenor, PA Consulting Group and Carphone Warehouse.

CONFERENCE VENUE

Our conference will be held in the Hilton Prague, Pobrezni 1, 186 00, Prague, Czech Republic. Located within walking distance of the city centre and overlooking the River Vltava, the hotel is an outstanding conference venue with excellent business services, fitness facilities and relaxing bars.

PRE-CONFERENCE DRINKS RECEPTION

Our eve of conference cocktail party and reception will be held in the Congress Centre of the Czech National Bank (Na Prikope 28, 115 03, Prague, Czech Republic). This informal evening enables guests to meet in a relaxed atmosphere, informally network and hear a brief welcome speech from Mojmir Hampl, Vice Governor of the Czech National Bank (CNB).

CITY TOUR

As is usual with our conference, attendees will have the opportunity of seeing a little more of our host city by taking the tour on the second morning. Lasting 90 minutes we shall take in some of the principle sights of Prague in the company of an expert local guide.

PRE-CONFERENCE MASTERCLASSES

Once again, we are delighted to supplement our two-day conference with four masterclass sessions led by experts in their respective fields. These sessions will be highly interactive with a strong focus on recommendations, offering attendees practical takeaways to help drive business performance.

Starting at 16.30 on Wednesday 12 October, and lasting 90 minutes, we highly recommend you register for one of these masterclasses to ensure you maximise your time with us in Prague.



Accelerating business transformation: managing the workforce for future change

Creating an organisation for the future means planning, building and tracking your workforce to deliver your long-term business goals. This masterclass will explore how you can design and utilise your workforce most effectively to deliver maximum value to the business. It will combine exercises and discussion around successful workforce analytics and transformation case studies to investigate how HR and OD practitioners can drive sustainable change and deliver organisational effectiveness.



Imagining the future in an uncertain world

Duke CE's purpose is to help leaders get ready for what's next. In an uncertain world, neither Duke CE, nor their clients, can be sure what this means. Since the future is becoming more volatile and less predictable, it is vital leaders get ready to engage with uncertainty in a more productive way. This experiential session will explore the theme of uncertainty by bringing to life multiple, potential futures and will emphasise the implications of this uncertain world for the development of leaders and organisations.



Pathfinders: preparing organisations for the future

Building on an IMD custom programme that involved 20 participants, or "Pathfinders," from a client organisation visiting 32 high-growth companies around the world, this talk will share insights around four common lenses for understanding how leading growth companies are reshaping competition. The talk will also address how these "Pathfinders" are using their insights to challenge their thinking, strategy and organisation.



20/25 – HR vision

Society, organisational and individual expectations and requirements are changing. They always have been but the scale, scope and pace of change has increased and is being enabled through technology, not least the coming wave of digital workers, and greater access to data and insights. In addition, customers and employees are becoming more differential and agile in their decision making and the challenge for the HR function is to keep up? These global changes will impact the future role of HR and this session will draw on megatrends and how to prepare HR for the future.



Wednesday 12 October – Friday 14 October 2016

VENUE

Hilton Prague, Pobrezni 1,
Prague 186 00, Czech Republic

ACCOMMODATION

There is a non-refundable accommodation cost of £225 + VAT per night for those who wish to stay at the conference venue. We recommend a two night stay – Wednesday 12 October and Thursday 13 October.

COST

CRF members qualify for two places as part of their annual membership. Attendance for non-members costs £1,500 + VAT (excluding flights and accommodation).

To reserve your place please contact Lynn Little at lynn@crforum.co.uk or on +44 (0) 20 7470 7104 remembering to state which pre-conference masterclass you will be attending.

For more information please visit www.crforum.co.uk.

PROGRAMME PARTNERS



CONFERENCE PARTNERS



KNOWLEDGE PARTNER



MEDIA PARTNERS



OUR ASSOCIATES





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