

MainEvent™ 2003

What Is MainEvent™ :

MainEvent™ is the unique day of provocative, highly dynamic conversations among the world's leading business and thought leaders. This annual multimedia program delivers the world's greatest leaders to top businesses and colleges at hundreds of sites in multiple countries, on all five major continents. MainEvent™ participants don't just learn about "them" – the world's top leaders and influential thinkers who are showcased. Participants themselves actively engage in shaping life-enhancing and company-changing dialogue so they'll have the tools they need to act on the ideas discussed. And they don't have to travel to take part...we bring the conversation via satellite to wherever they are and facilitate interaction with fax and email. MainEvent™, produced by Wf360 (founded as Womenfuture), is the world's pre-eminent forum in showcasing business leaders and continues to inspire and enlighten women and men all over the world. And it is the basis for TalkSystems™ used by Wf360 clients year-round.

When: April 10, 2003, 10:00 A.M. - 2:00 P.M. EST

MainEvent 2003 Confirmed Global Conversationalists:

- Steve Ballmer (CEO of Microsoft, cited by New York Times as changing the corporate culture from "fit in or out" to "openness and respectfulness of others") – USA
- Margot Cairnes (Chairman of The Change Dynamic whose insightful comments on leadership wowed Wf360's Road Show audience in Australia, so we're giving her a global audience) – Australia
- Carla Cico (CEO of Brasil Telecom, cited as one of Fortune 50 most powerful international businesswomen, New York marathon veteran) – Brazil
- Maxine Clark (CEO of The Build-a-Bear Workshop, entrepreneur extraordinaire who has grown her dream retail chain to 120 stores strong, opening soon in Japan and Canada) – USA
- Pamela Craig (Group Director, Business Operations & Services, Accenture; drives the development and integration of all Accenture's business processes around the globe) – USA
- Melinda Davis (CEO of The Next Group, expert on the "Overload Economy", cited as "a secret weapon of the Fortune One Hundred") – USA
- Esther Dyson (Chairman of EDventure Holdings, author, active player in discussion and policy-making concerning the Internet and society, focused on emerging technologies) – USA
- Rita Foley (SVP of MeadWestvaco; tech wizard now bringing her innovative expertise to the world of media, pharmaceutical and cosmetics packaging) – USA
- Joe W. Forehand (Chairman & CEO of Accenture, the consulting giant that went public on his watch and has become a dominant player in the outsourcing industry) – USA
- Nely Galán (Founder and President of Galan Entertainment; former President of Entertainment for Telemundo, setting the standard for television production aimed at the Hispanic market) – Cuba
- Jamie Gorelick (Vice Chair of Fannie Mae, recently ranked #1 of organizations committed to demonstrating that Diversity Works) – USA

- Mellody Hobson (President, Ariel Capital Management, the first minority-owned firm offering public mutual funds; regular financial contributor on ABC's Good Morning America) – USA
- General James L. Jones (Supreme Allied Commander of NATO forces in Europe; Former Commandant of the U.S. Marines; returning to MainEvent by popular demand) – USA
- Ellen Kullman (Group Vice President of DuPont, leads several key DuPont "high growth opportunity" businesses) – USA
- Joanna Lau (Former Chairman and CEO, Lau Technologies; global expert in face-recognition technology) – USA
- Mary Minnick (Executive Vice President of The Coca-Cola Company, President and Chief Operating Officer of Asia SBU, generating nearly a third of the company's operating earnings, cited as one of Fortune 50 most powerful international businesswomen) – USA
- Luciano Respini (Multi-lingual President of Dow Europe, has led the organization from Thailand to France to Yugoslavia to Latin America and places in-between; now has additional responsibility for building customer relationships around the world) – Italy
- Ivy Ross (SVP of Worldwide Barbie/Girls Design, Mattel, cited as Mattel's ingenious right-brain designer and effective left-brain executive) - USA
- Alastair Stewart (Main Presenter, London News Network, one of the most recognized faces in the UK) – United Kingdom
- Yukako Uchinaga (Tech genius, only woman to serve on the board of IBM Japan, cited as one of the Fortune 50 most powerful international businesswomen) – Japan
- Paula Zahn (Anchor, CNN; 23-year, Emmy-award winning news veteran familiar to viewers around the world) – USA
- Theodore Zeldin (Oxford Dean, noted author, frequent speaker at the World Economic Forum, and cited as one of the hundred most important thinkers in the world today) – United Kingdom
- Shoshana Zuboff (Harvard Business School Professor and Author; cited as a no-nonsense visionary offering the most profound manifesto in years for the coming order in business and society at large) – USA

Theme and Topics for 2003:

No Time Like the Present: Creating Value in an Age of Uncertainty

MainEvent™ 2003 is a “glocal” conversation.

Think of MainEvent™ 2003's Global Conversationalists as guides, even provocateurs, whose role is to begin discussion of each MainEvent™ topic for you to develop and expand. Following each of the Global Conversationalists' discussions (during which you may feel free to submit questions and comments), the topic will be turned over to you to add your own perspective. We hope you'll take advantage of this opportunity to share your views with those around you, as well as with the MainEvent™ audience around the world.

What you say can put in motion a force that has impact everywhere.

Global Conversation I. The New “Conversation”: Who’s Talking? Who’s Listening? Who Cares?

What is “conversation,” and why is it critical to modern leadership? What is the new role of conversation in results-oriented business? How can using conversation as a strategic tool—both in the marketplace and among a workforce—transform an organization in uncertain times? What does becoming a “conversational company” telegraph about values, and what measurable benefits can we expect from the process?

Global Conversation II. Technology Today and Tomorrow: Impact on Strategy and Decision-Making

Technological advances change everything. They influence our customers’ expectations of – and relationships to – our products and services. They require us to think differently about our competencies, our competition, our business. Understanding how changing technology will affect our professional and personal future is a critical strategic ability. How do we separate “need to know” from “nice to know”...and what can we ignore?

Global Conversation III. Innovation: Do the Imperatives Change in a “Good Enough” Economy?

How do we (should we) turn up the flame under “idea generation” when many can’t afford a match? In a time when the status quo may appear “good enough,” what kind of investment does “innovation” deserve? What *is* needed to generate the ideas from which future value will flow? How do our personal and organizational innovation strategies influence the people around us, our future, and the future of our business? And how can we predict success of an innovative product or service in today’s economic climate?

Global Conversation IV. Changing Influence: The Power of the Sole Mover

The concept of the many influencing the one has been turned on its head now that one person, sending a single email message, can influence and engage people around the world. How does this unprecedented individual empowerment of customers and employees influence not only the products and services we produce, but also the way we work and how our companies are organized? And how can we, as leaders, leverage this new empowered sense of self?

Master Class with Susan Bird:

Leading Now: Winning Strategies for Delivering Results in Tough Times

Hear from respected leaders who have kept their companies on the cutting edge of innovation while building ever-stronger organizations of people capable of turning challenges into opportunities. Learn their formulae for leading in uncertain times as well as what gets their attention as they pursue their goals.