



AMSTERDAM BUSINESS FORUM

DENKPRODUCTIES PRESENTS:

# Amsterdam Business Forum 2024

## Courageous Leadership

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# MAIN STAGE

🕒 09:30 OPENING SEMINAR

### BLOCK 1: COURAGE TO GROW

We underestimate the range of skills that we can learn and how good we can become. We can all improve at improving

- 09:30 Welcome by host: Ikenna Azuike
- 09:45 Elke Geraerts: Focus is the New Gold
- 10:05 Adam Grant: Hidden Potential

🕒 11:00 – 12:30 BREAK 1

Break 1 with side events. See schedule →

### BLOCK 2: COURAGE TO FOCUS

How do you stay strong when times are extremely challenging?

- 12:30 Welcome back by host: Ikenna Azuike
- 12:40 Margriet Sitskoorn: The Psychology of Will Power
- 13:15 Joseph Oubelkas: Extreme Resilience

🕒 14:00 – 15:30 BREAK 2

Break 2 with side events. See schedule →

### BLOCK 3: COURAGE TO LEAD

What does it mean to Dare to Lead? How do you embed the value of courage in your culture?

- 15:30 Welcome back by host: Ikenna Azuike
- 15:45 A conversation with Brené Brown: Dare to Lead
- 16:30 Michiel Muller: Break the rules, challenge the standards

🕒 17:15 RECEPTION AND DRINKS

# SIDE EVENTS

Locations: see floorplan

### TRANSFORMATIONAL LEADERSHIP TRACK

- 11:25 Janine Vos, Rabobank
- 11:50 Anneke Keller, PostNL
- 14:25 Conversation with:
  - Kim van Wilgen, Schuberg Philis
  - Candice Dillon, VodafoneZiggo
  - Anke den Ouden, Microsoft NL

ACCESS: ALL ATTENDEES

### VIP STAGE

- 11:30 VIP session with Adam Grant
- 14:25 VIP session with Brené Brown

ACCESS: VIP, PINK LANYARDS 🔗

### SPEAKERS' CORNER

- 11:25 Q&A with Elke Geraerts
- 14:15 Q&A with Margriet Sitskoorn
- 14:40 Q&A with Joseph Oubelkas
- 15:00 Q&A with Michiel Muller

ACCESS: ALL ATTENDEES

### LEARNING CIRCLES

- 09:00 Learning Circles briefing at the Speakers' Corner
- 11:00 - 12:30 Learning Circles session #1
- 14:00 - 15:30 Learning Circles session #2

ACCESS: YELLOW LANYARDS 🔗

### BNR LIVE STUDIO

- 11:00 - 13:30 Zakendoen
- 16:00 - 18:30 Friday Move

ACCESS: ALL ATTENDEES

### BOOK SIGNING

- 11:50 Elke Geraerts
- 14:40 Margriet Sitskoorn
- 15:00 Joseph Oubelkas
- 17:20 Michiel Muller

ACCESS: ALL ATTENDEES

### GROUPS

- 08.00 - 09.30 Meeting Point Groups
- 11.00 - 12.30 Group lunch at Jinso
- 14.00 - 15.30 Group lunch at Jinso

ACCESS GREEN LANYARDS 🔗

# SPEAKERS



Brené Brown



Adam Grant



Joseph Oubelkas



Elke Geraerts



Margriet Sitskoorn



Michiel Muller



Ikenna Azuike

# FAQ

## Will all talks be in English?

Yes, the entire seminar program will be English spoken.

## Do I get the recordings of all talks?

Yes, you will get access to the recordings of all talks on Main Stage and Transformational Leadership stage and VIP Stage. 30 days on demand.

## Where do I find my personal program?

Scan the QR code on your badge for your personal program.

## Can I get a parking voucher?

We are supporters of traveling with public transport, so we do not reimburse parking expenses. However, you can get a reduced parking fee (p4, p5, p6, p10) by pressing the 'event button' at the parking machine upon leaving.

## Is there a Year Card holder lounge?

Yes, there is! We have a Year Card Terrace. You can find it at no. 18 in our floorplan.

## Can I participate in a Learning Circle?

You can only participate if you registered in advance. You can find the Learning Circles at no. 8.

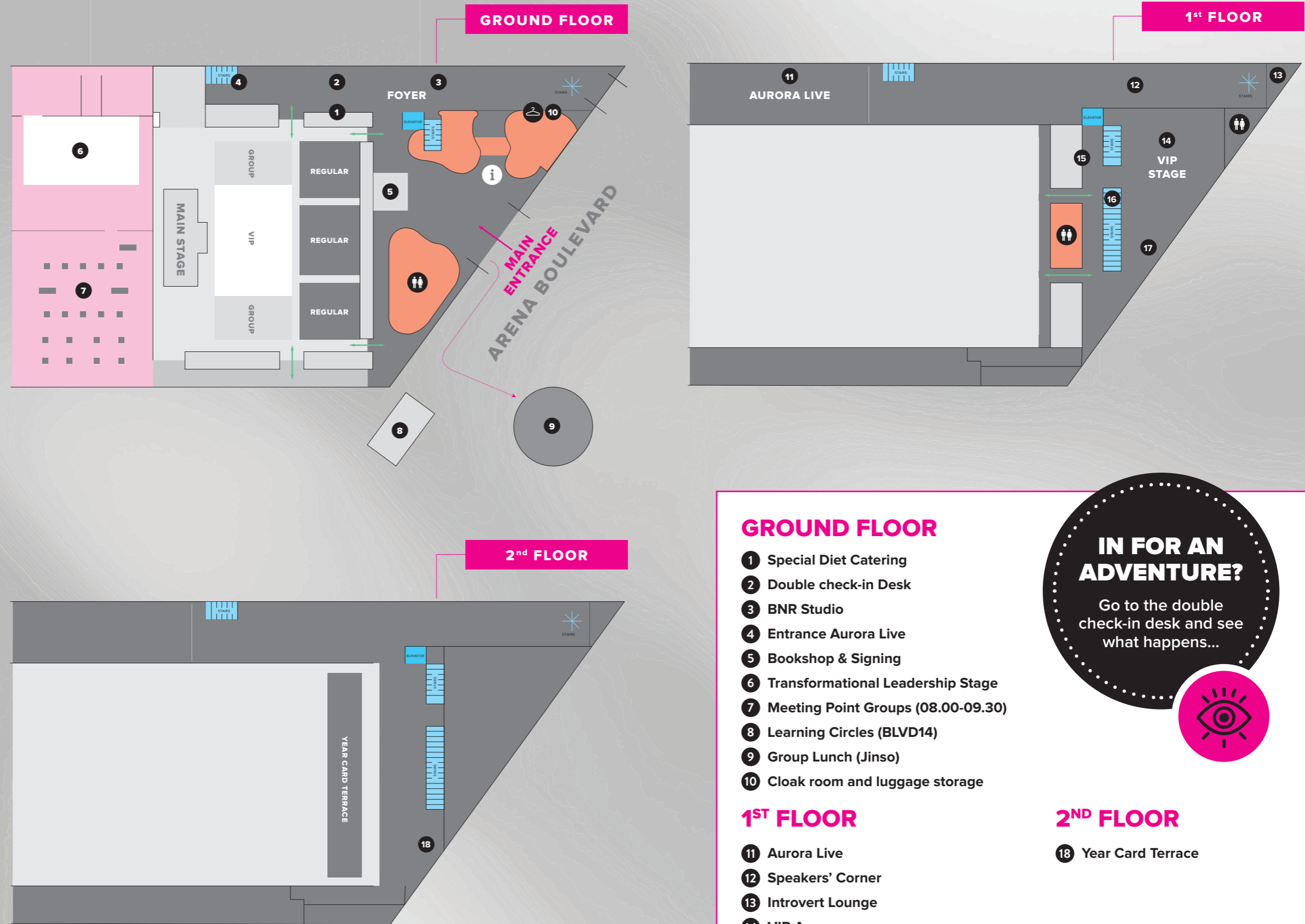
## Where can I find the cloak room and luggage storage?

There are lockers situated on the ground floor where you can store your coat. For luggage, you can leave your bags with the staff near the lockers, who will give you a number for retrieval. See the floorplan for the location.



↪  
MORE  
FAQ'S!

# FLOORPLAN



## GROUND FLOOR

- 1 Special Diet Catering
- 2 Double check-in Desk
- 3 BNR Studio
- 4 Entrance Aurora Live
- 5 Bookshop & Signing
- 6 Transformational Leadership Stage
- 7 Meeting Point Groups (08.00-09.30)
- 8 Learning Circles (BLVD14)
- 9 Group Lunch (Jinso)
- 10 Cloak room and luggage storage

## 1<sup>ST</sup> FLOOR

- 11 Aurora Live
- 12 Speakers' Corner
- 13 Introvert Lounge
- 14 VIP Area
- 15 &samhoud
- 16 Entrance Year Card Terrace
- 17 Special Diet Catering VIP

**IN FOR AN ADVENTURE?**

Go to the double check-in desk and see what happens...

## 2<sup>ND</sup> FLOOR

- 18 Year Card Terrace