



TALYENT AWARD

DRUCKER FORUM TALENT AWARD

BACKGROUND – INSPIRING THE YOUNG GENERATION

The Global Peter Drucker Forum has a proven track record of motivating and inspiring participants and of opening minds for new ideas. In the context of an essay competition (Peter Drucker Challenge) 30 to 40 Gen Y participants (students and young entrepreneurs and managers) qualify for participation in the Forum every year. The feed-back from and about this group was consistently enthusiastic. For the 10th anniversary of the Drucker Forum we are announcing an additional program for involving the young generation in the Global Peter Drucker Forum: **The Drucker Forum Talent Award.**

THE NOMINATION PROCESS

In the context of their own talent and high potential programs the CEO or a designated executive awards up to 10 young leaders (depending on the size of the organization) by nominating them to participate in the Drucker Forum. The criteria for nomination are determined by the company. The nominations should be targeted at Gen Y talent/high potentials but there is no strict age limit to them. It is recommended that a senior company executive takes a hosting role for this group at the Forum.

THE PROGRAM

Based on the nominations (by mid-year) the participants will be included in the young generation-oriented information flow of the Forum and invited to special events i.e. the Drucker Challenge get-together event on the pre-conference day and the exclusive Speakers Reception in the Vienna City Hall. During the conference on **November 29 & 30** the nominees will have the opportunity to participate in the full program including the special sessions designed for the young generation. In particular we plan one or more interactive barcamp sessions (see the video under this [link](#)) that received high praise in 2017 including from the Financial Times.

The Drucker Forum supports this program by providing a special rate for the nominees: a **40% discount** during the early bird period until July 15 and **30% discount** thereafter.

The corporations participating in this program will be highlighted in the program brochure and the communication for the Drucker Forum. Hence it may be leveraged by the participating organizations in the context of their Employer Branding strategies.

THE DRUCKER CHALLENGE OPTION

The nominees will have the option to participate in the **Peter Drucker Challenge Essay** contest. Selected winners and finalists may be invited to the panel of a barcamp session, as discussants to post questions in a plenary or qualify as participants in a parallel session panel. The Drucker Challenge participants compete currently in 2 groups: Students and Young Entrepreneurs & Managers/Executives. Age limit for the Drucker Challenge is 35 years. A new group for the Talent Award will be established for the Drucker Challenge. However, there is no requirement for the nominees to participate in the Drucker Challenge - it is an option that we provide for increased engagement.

IN CASE OF INTEREST TO PARTICIPATE IN THE DRUCKER FORUM TALENT AWARD PLEASE CONTACT

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