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producties

AMSTERDAM
BUSINESS
FORUM

DENKPRODUCTIES PRESENTS:

AMSTERDAM BUSINESS FORUM 2026

PEOPLE CENTERED LEADERSHIP

WWW.ABFORUM.NL

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TOPVIEWED**

AURORA • LIVE

#ZigZagHR
rabbat | raboot | raboot

Rabobank

24U

Xebia

Spring Today
successt tomorrow

Main Stage

Doors to Main Stage open from 08:30

Opening by host Ikenna Azuike

🕒 9:30 **Block 1: Humans in Digital Organizations**

Diana Kander

Unleash your curiosity

Seth Godin

Uniquely human

🕒 11:30 **Break #1**

Side Events: see schedule

🕒 12:45 **Block 2: Empathy Over Dominance**

Ahmed Aboutaleb

Human leadership

Jacinda Ardern

Empathetic leadership

🕒 14:15 **Break #2**

Side Events: see schedule

🕒 15:30 **Block 3: Human Centered Organizations**

Eva de Mol

Building wisely

Steven Bartlett

Human Centered Organizations

🕒 17:15 **Closing and reception**

Side Events

Locations: see Floorplan

emagine Stage

Cutting edge insights on Transformational Leadership by thought leaders that lead AI-driven transformations. Check the line-up in the ABF app.

Microsoft AI Connection Hub

Immerse yourself into the world of AI. Top use cases + round table dialogues + build your own agent.

BNR Live Studio

BNR broadcasts live from Amsterdam Business Forum throughout the day. Stop by the studio to listen in and experience the live radio broadcast up close.

11:00 - 13:30 Zakendoen - Thomas van Zijl
16:00 - 18:30 Friday Move - Wilfred Genee

Managementboek Bookstore

Browse and buy a selection of books at the Managementboek Bookstore. Book signings take place here throughout the day. Check the app for the signing schedule and times.

Introvert Lounge

Calm, cozy and quiet. A place to step out of the intensity of the Forum. No social interactions here. Simply chill.

Business Lounge

Networking made easy! Use the 'connect' feature in the ABF app to swipe-and-connect to other participants. This is the place to network and do business.

Aruba Bar

Stop by the Aruba Bar for refreshing drinks and delicious cocktails/mocktails throughout the day.

VIP Stage

11:45 - 12:20 Conversation with Seth Godin
14:30 - 15:05 Q&A with Jacinda Ardern
For VIP ticket holders only

Your lanyard color matches your personal program.

Scan the QR code to view your program, including times and locations.



Speakers



Diana Kander



Seth Godin



Ahmed Aboutaleb



Jacinda Ardern



Eva de Mol



Steven Bartlett

FAQ

How do I get to Taets?
Travelling by public transport? Go to Zaandam Station, where free ABF shuttle buses will take you to Taets. Coming by car? Navigate to Stormhoek, 1506 SW Zaandam and follow the ABF parking signs. From the parking area, Polestar and ABF shuttles will take you to the venue. Return transport runs throughout the day.

Where do I register?
Check your personal program in the ABF app to see where you should register. If you are assigned to a specific building, you can head straight there in the morning and register at that location. All other participants register at Building #1. If you're unsure where to go, check your program in the app or ask one of our ABF hosts on site — they'll be happy to point you in the right direction.

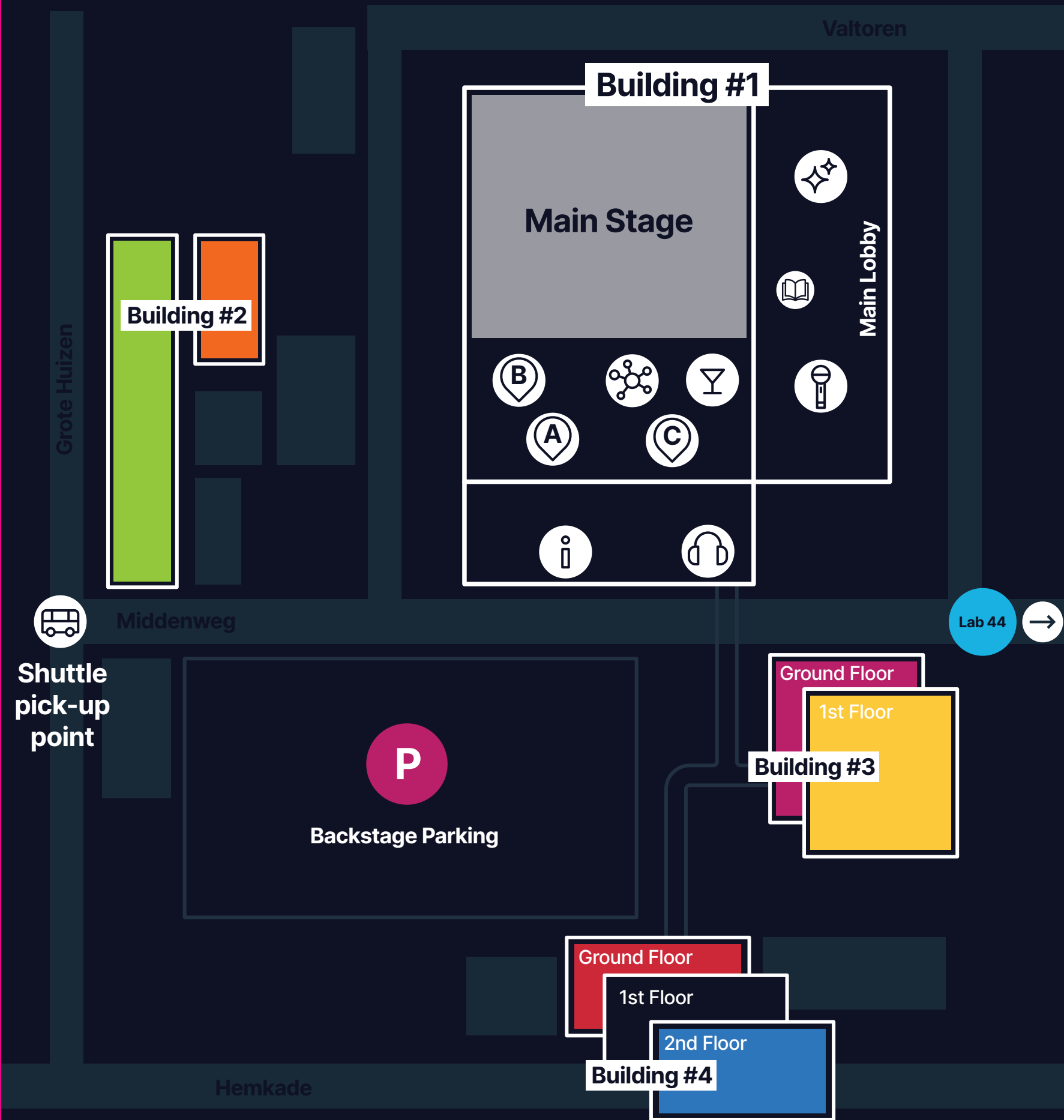
Where can I get food and drinks?
If you are assigned to a specific building, food and drinks are available there during arrival and the breaks. For all other participants, catering is available in the Main Lobby in Building #1. At the end of the day, the reception takes place in the Main Lobby in Building #1 for everyone.

Where do I sit?
General admission is free seating in the stands. VIPs and some pre-registered groups have designated seating. If you're attending with a colleague, enter the Main Stage together if you'd like to sit next to each other.

More questions?
Scan the QR code to view the full FAQ.



Floorplan



Building #1

Main Stage
Main Lobby

- Guests - Aurora Live
- Guests - Bloovi
- Guests - Adobe
- Business Lounge
- Microsoft AI Connection Hub
- emagine Stage
- BNR Studio
- Managementboek Bookstore
- Help Desk
- Aruba Bar

Building #2

Rabobank
Group Restaurant

Building #3

Ground Floor
VIP

1st Floor
Breakout Rooms (Pre-booked)
Introvert Lounge

Building #4

Ground Floor
SER Topvrouwen
Nursing Room
Prayer Room

2nd Floor
Boardroom Tracks

Lab44

Founders Session (Pre-booked)