



AMSTERDAM  
BUSINESS  
FORUM

DENKPRODUCTIES PRESENTS:

**Amsterdam  
Business  
Forum 2023**

# The Impact Edition

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## MAIN STAGE

🕒 09:30 OPENING SEMINAR

### BLOCK 1: **IMPACT BUSINESS** ⚙️

How do you blend business and purpose into your company's DNA?

09.30 Welcome by host: Jim Stolze

09.50 Rutger Bregman: Moral Ambition

10.35 Talkshow: Role Models in Impact Business with Lilian Geijssen & Douglas Lamont

🕒 11:00 – 12:30 BREAK 1

Break 1 with side events. See schedule →

### BLOCK 2: **IMPACT CULTURE** 🎯

How do you build an outstanding culture that ignites innovation?

12.30 Welcome back by host: Jim Stolze

12.35 Erin Meyer: No Rules Rules - Fostering a Culture of Reinvention

13.20 Talkshow: Role Models in Impact Culture with Alix Jacobson & Britt Breure

13.35 Melati Wijsen: Creating Impact with the GenZ workforce

🕒 14:00 – 15:30 BREAK 2

Break 2 with side events. See schedule →

### BLOCK 3: **IMPACT LEADERSHIP** 💡

How do you amplify your impact as a leader?

15.30 Welcome back by host: Jim Stolze

15.40 Maryna Saprykina: Ukrainian Grit - Empowering Global Business with Extreme Resilience

16.00 Tim Ferriss: Habits and Routines of Impact Leaders (conversation with Ernst-Jan Pfauth)

16.45 Typhoon: The Impact Mindset

🕒 17:15 RECEPTION AND DRINKS

## SIDE EVENTS

### FIRESIDE STAGE

11.20 Conversation with Douglas Lamont

11.50 Conversation with Lilian Geijssen

14.20 Conversation with Alix Jacobson

14.40 Conversation with Britt Breure

15.00 Conversation with Melati Wijsen

**Host: Dounia Maakor**

**Access: all attendees**

### VIP STAGE

11.25 VIP session with Rutger Bregman

14.25 VIP session with Tim Ferriss

**Host: Irene Rompa**

**Access: VIP black lanyards**

### C-SUITE SESSIONS (VIP AREA)

11.20 C-suite session #1

14.20 C-suite session #2

**Facilitated: by Business Models Inc**

**Access: VIP white lanyards**

### CULTURE TRACK

11.00 Culture Track #1: Roundtables

14.00 Culture Track #2: Culture Map lecture by Erin Meyer

**Access: Blue lanyards**

**Location: see floorplan (no. 8)**

### LEARNING CIRCLES

11.20 Learning circle session #1

14.20 Learning circle session #2

**Access: Yellow lanyards**

### BNR LIVE STUDIO

11.00 - 13.30 Zakendoen

16.00 - 18.30 Friday Move

**Access: all attendees**

## SPEAKERS



**Rutger Bregman**

Human Kind



**Lilian Geijssen**

Ben & Jerry's



**Douglas Lamont**

Tony's Chocolonely



**Erin Meyer**

No Rules Rules



**Alix Jacobson**

Netflix - Former VP HR



**Britt Breure**

AFAS Software



**Melati Wijsen**

Changemaker



**Maryna Saprykina**

Winner Speakercontest



**Tim Ferriss**

The 4-Hour Workweek



**Typhoon**

Musician and language artist



**Jim Stolze**

Host

# 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 Fireside Stage and VIP Stage. 90 days on demand.

**Can I leave the venue?**

Yes, you can leave the venue for some fresh air during the breaks. You will need to show your badge to get back in. And our staff may ask for your e-ticket.

**Where is my seat?**

You can choose your own seat. Regular ticket holders have seats at the stands. VIP ticket holders have marked reserved seats on the ground floor.

**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 (p6) by pressing the 'event button' at the parking machine upon leaving.

**I have another question, where can I go?**

Please visit our information desks (see 'i' on the map) or ask one of our crew members. We're happy to help!

**Can I ask questions to the speakers?**

Yes you can. Some speakers will do a Q&A session on our Fireside stage (schedule in this flyer). You can submit your questions in Slido.

Open [www.slido.com](http://www.slido.com) and use the code: #ABF23. Select the 'Room' of the speaker your choice and submit your question or scan the QR code on the Fireside screens.

**Where are the VIP sessions?**

All VIP sessions are in our special VIP area. You can find the VIP area behind the main stage. See no. 5 on our floorplan for the VIP entrance.

**Is there a Yearcard holder area?**

Yes there is! You can find it at no. 2 in our floorplan.

**Can I participate in a Learning Circle?**

You can only participate if you registered in advance. You can find the Learning Circle at no. 4.

**Where is the Culture Track located?**

We have arranged a special area (Jinso) just outside AFAS Live for the Culture Track. It's only a 1-minute walk. As you exit the main entrance, you'll find it on your right-hand side. Please refer to no. 8 on our floorplan.

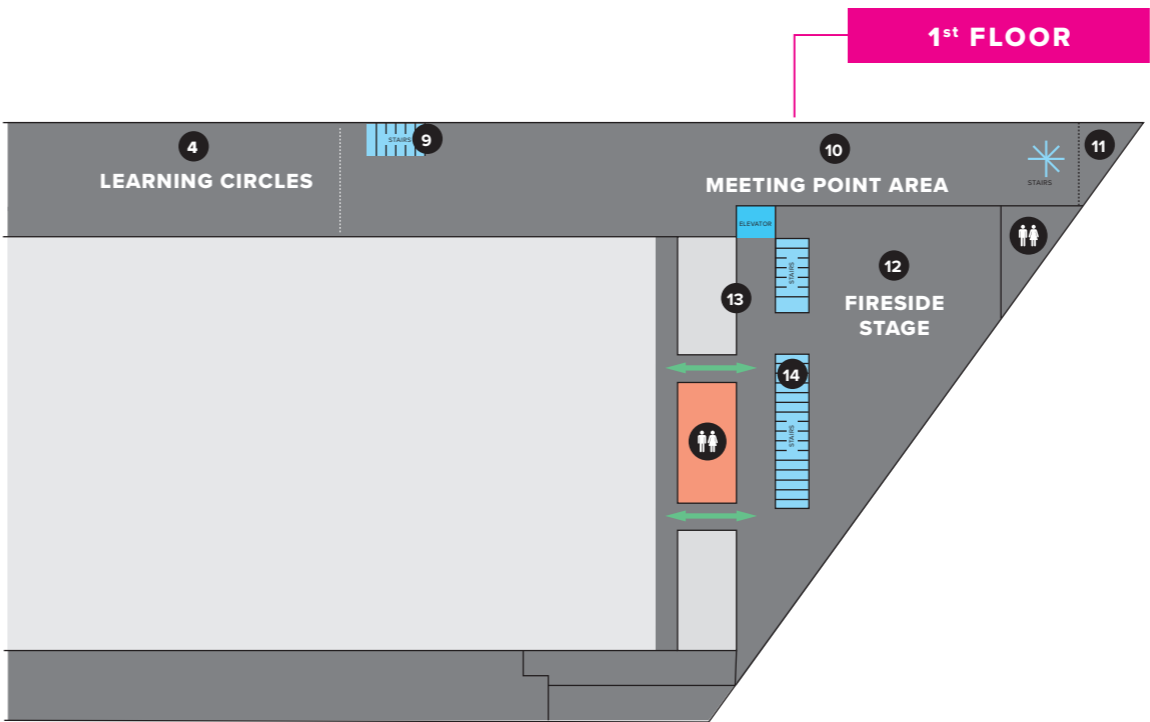
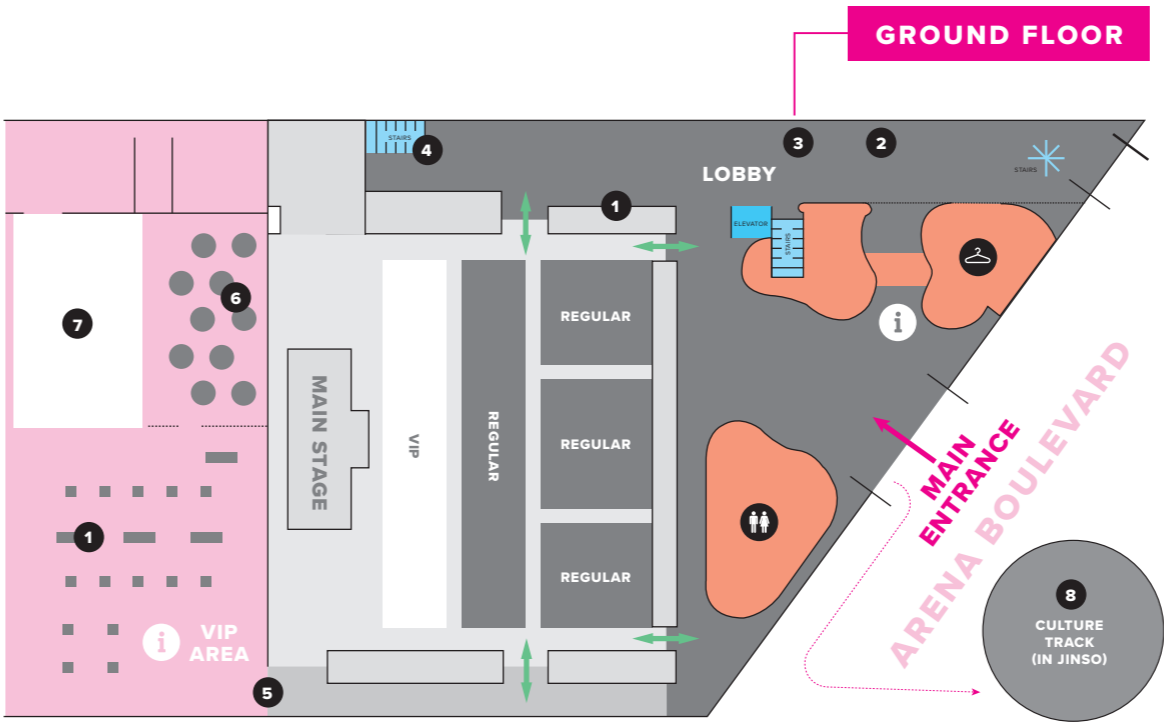
**Where can I find the cloak room?**

There are lockers situated on the ground floor. See the floorplan for the location.

**Is there a quiet space?**

Yes there is a special Introvert area on the 1st floor. See no.11.

# FLOORPLAN



## GROUND FLOOR

- 1 Special Diet Catering
- 2 Meeting point Yearcard holders
- 3 BNR Studio
- 4 Entrance Learning Circles
- 5 Entrance VIP area
- 6 C-suite area
- 7 VIP stage
- 8 Culture Track

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

- 9 Entrance Medtronic session
- 10 Meeting point area
- 11 Introvert area
- 12 Fireside stage
- 13 Meeting point Management Events
- 14 Entrance InnSpire session