

**denk**  
producties

AMSTERDAM  
BUSINESS  
FORUM

DENKPRODUCTIES PRESENTS:

# Amsterdam Business Forum Optimistic Leadership

FRIDAY, 26<sup>TH</sup> SEPTEMBER, 2025 | AFAS LIVE AMSTERDAM



ELIZA  
FILBY

NEIL  
PASRICHA

SIMON  
SINEK

SANNA  
MARIN

PETER  
HINSSEN

IKENNA  
AZUIKE

LINE-UP COMPLETE • LINE-UP COMPLETE • LINE-UP COMPLETE • LINE-UP COMPLETE

**#1** LEADERSHIP EVENT  
OF THE YEAR

**6** WORLD CLASS  
SPEAKERS

**2.500** TOP LEVEL  
ATTENDEES

More information: [DENKPRODUCTIES.NL/ABF2025](https://denkproducties.nl/abf2025)



**"The primary ingredient for progress is optimism. The unwavering belief that something can be better, drives the human race forward."**

*Simon Sinek*

---

Here we go! — our speaker line-up is now complete. This year, five world-class thought leaders will take the stage, each bringing a fresh, **optimistic perspective on leadership, success, and teamwork.**

**LIVE, IN PERSON, ON ONE STAGE:**

- **Peter Hinssen** (BE) – Harness the Power of AI-Driven Change
- **Sanna Marin** (FI) – Fearless Leadership for a New Generation
- **Neil Pasricha** (CA) – The Happiness Factor to Build Stronger Teams
- **Eliza Filby** (UK) – Intergenerational Teamwork: Bridging Boomers and Gen Z
- **Simon Sinek** (USA) – Leading with (a Bit of) Optimism

Guiding you through this extraordinary day: **Ikenna Azuike** (NL) as our host.

On September 26, join us for a game-changing event where optimistic leadership meets powerful impact. Learn how to navigate change with confidence, build outstanding teams, and lead with vision.

**"A pessimist sees the difficulty in every opportunity;  
an optimist sees the opportunity in every difficulty."**

Winston Churchill

More information: **[DENKPRODUCTIES.NL/ABF2025](https://denkproducties.nl/abf2025)**

# Program Amsterdam Business Forum 2025

**08.00** Registration

**09.30** Opening by host Ikenna Azuike

## **BLOCK 1 THE OPTIMISTIC FUTURE**

### **Optimism unleashed: harness the power of AI driven change**

---

- How do you reinvent yourself in a world that never stops changing?
- How do leaders anticipate disruption before it happens?
- How do you thrive in the 'Never Normal' era?

*Peter Hinssen*



### **Our Turn: Fearless Leadership for a New Generation**

---

- Leading with values and courage
- Navigating a country in times of immense change, from pandemic to war
- Self-Care in Leadership: why leaders must take care of themselves
- Embracing the New Generation: integrating younger voices into your company's future

*Sanna Marin*



**11.00** Break 1 with deepdive sessions. Including VIP ticket holder session with Sanna Marin

More information: **[DENKPRODUCTIES.NL/ABF2025](https://denkproducties.nl/abf2025)**

# Program Amsterdam Business Forum 2025

**12.30** Opening block 2 by host Ikenna Azuike

## **BLOCK 2 THE OPTIMISM MINDSET**

### **Intergenerational Teamwork**

- Will Boomers and Millennials ever get along at work?
- How do you build intergenerational teams in a hybrid working environment?
- How do you lead and communicate across generations?

*Eliza Filby*



### **The Happiness Equation to build stronger teams**

- Turning personal optimism into successful leadership
- The biggest lessons from happiness research
- 3 simple tools to build optimism every day
- How to build optimistic habits that stick

*Neil Pasricha*



**14.00** Break 2 with deepdive sessions. Including VIP ticket holder session with Neil Pasricha

More information: **[DENKPRODUCTIES.NL/ABF2025](https://denkproducties.nl/abf2025)**

# Program Amsterdam Business Forum 2025

**15.30** Opening block 3 by host Ikenna Azuike

## **BLOCK 3 THE PRACTICE OF OPTIMISTIC LEADERSHIP**

### **Leading with (a bit of) optimism: day in day out**

How does optimistic leadership work in everyday practice? Simon Sinek will share his fresh perspective on your daily leadership dilemmas in this highly interactive, 80 minute(!) Q&A session.

- Fresh perspectives on leadership
- How to deal with teamwork challenges in a different way
- Counter-intuitive perspectives on daily leadership dilemmas
- Becoming the leader you wish you had

*XL interactive session with Simon Sinek, based on your questions and dilemmas*



**17.15** Closing and reception

## **OUR HOST: IKENNA AZUIKE**

**Ikenna Azuike** hosted Amsterdam Business Forum in both 2022 and 2024, sharing the stage with world-class speakers like Brené Brown, Adam Grant, Yuval Noah Harari, Amy Edmondson, and Usain Bolt.

Yet, the highest-rated speaker of the event wasn't one of them. It was... the host himself: Ikenna with an impressive 9.22/10 rating. No doubt about it: **Ikenna had to return to Amsterdam Business Forum.**



# International Headline Speaker

*“Dream big. Start small.  
But most of all, start.”*

---



## SIMON SINEK

- TED Talk *Start with Why* (60+ million views) and interview on millennials (100+ million views)
- Author *Start with Why*, *Leaders Eat Last* & *The Infinite Game*
- Podcast *A Bit of Optimism*

Described as “a visionary thinker with a rare intellect”, Simon Sinek is an unshakable optimist who believes in a bright future and our ability to build it together. He envisions a world where the vast majority of people wake up every single morning feeling inspired, safe, and fulfilled by the work they do.

Sinek may be best known for his TED Talk on the concept of **WHY**, which has been viewed over 60 million times, and his video on **millennials in the workplace** — which reached 80 million views in its first week and has gone on to be seen hundreds of millions of times.

Sinek is the author of several bestselling books, including the global bestseller **Start with Why**, **Leaders Eat Last** and **The Infinite Game**.

In partnership with Penguin Random House, Sinek publishes works by other inspiring thinkers and doers through his imprint, Optimism Press. He is also the host of the podcast, *A Bit of Optimism*, and the founder of The Optimism Company, a leadership learning and development agency.

# International Headline Speaker

*"The strength of a society is measured not by the wealth of its most affluent members, but by how well its most vulnerable citizens are able to cope. The question we need to ask is whether everyone has the chance to lead a life of dignity."*

---



## SANNA MARIN

- Former Prime Minister of Finland
- Youngest Prime Minister of the world when she took office at age 34
- Finland's leader during Covid, start of the war with Ukraine and Finland's NATO accession

Sanna Marin is the **former Prime Minister of Finland** (2019-2023) and the former leader of the Finnish Social Democratic Party. Appointed at the age of 34, Marin served as the youngest Prime Minister of the world when taking office.

Marin's government has been considered **one of the most successful** in handling the COVID-19 pandemic, especially in terms of lost lives and economical damage caused by the pandemic. Following the Russian invasion of Ukraine, Marin led her country through the most swift NATO accession process in the whole history of the alliance.

Marin made history as **the longest-serving woman Prime Minister of Finland**, leading a coalition government entirely headed by women and a majority-women cabinet.

In addition to the historical challenges during her leadership, Marin's government passed many progressive reforms in Finland. Including world's most ambitious climate laws aiming for carbon neutrality by 2035, family leave reform sharing paid leave with both parents equally. As well as major reforms improving healthcare, education, and human rights.

***"Sanna Marin was very accessible and kind to everyone she interacted with. She is a powerful speaker, and she made a fantastic impression to our guests. She is exactly what she projects: an excellent human being."*** Candriam



# International Headline Speaker

*"It's easier to act your way into a new way of thinking than to think yourself into a new way of acting."*

---



## NEIL PASRICHA

- Global bestselling author of *The Happiness Equation* and *Two-Minute Mornings* with over 2 million copies sold
- Former Director of Leadership Development at Walmart
- One of the 10 Most Inspiring TED Speakers of all time

Neil Pasricha is a **top-rated leadership keynote speaker**, bestselling author, and positive psychology researcher focused on the relationship between happiness and leadership in business.

Neil is **one of the most popular TED speakers**. His first TED Talk *The 3 As of Awesome* ranked as one of the ten most inspiring of all time. His second TED Talk *How will you maximize your tiny, short life?* was the world's first ever TED Listen, composed entirely of questions.

Neil gave the most attended feature keynote at SXSW 2019 called *Building trust in distrustful times*.

Neil has written **five global bestsellers** including: *The Book of Awesome*, *Awesome Is Everywhere* and *The Happiness Equation*. His books have been on bestseller lists for over 200 weeks and sold millions of copies.

Before leading The Institute for Global Happiness and keynote speaking, Neil spent a decade **running Leadership Development and working directly for two CEOs at Walmart**, the world's largest company. He was responsible for CEO onboarding, executive development, and talent management across all levels of the organization.

***"Neil is a rock star! He visited the Googleplex and you could hear a pin drop while he was speaking. Many people commented that he was the best speaker we have had!" Rachel O'Meara, Google***



# International Headline Speaker

*"The workplace is a melting pot of generations – understanding them is the key to success."*

---



## ELIZA FILBY

- Expert on Generational Change & the Future of Work – Trusted by companies varying from McDonald's to McKinsey
- Bestselling Author of *Generation Shift*
- Speaker & Lecturer – Former professor at King's College London & Renmin University

Dr Eliza Filby is a **leading authority on generational shifts** and how they shape the way we work, lead, and communicate. She helps organizations navigate the challenges of a multi-generational workforce in an era of hybrid work and digital transformation.

As a **sought-after speaker**, Eliza delivers research-backed insights with clarity, energy, and a sharp understanding of workplace dynamics. She has advised global brands, from **Google** and **McDonald's** to **Warner Bros** and **McKinsey**, and is a frequent voice in international media on the future of work.

Eliza is the **bestselling author** of *Generation Shift: How Generational Evolution is Changing the Way We Think, Live, and Work*. She previously lectured at **King's College London** and **Renmin University in China**, bridging academic research with real-world business applications.

In recognition of her impact, Eliza received the **Europa Forum's Millennial Leaders Award** in 2022.

***"We are sending our daughters to work in organizations that have been designed for our grandfathers." Melinda Gates***

# International Headline Speaker

*"The future belongs to those who embrace change before it happens."*

---



## PETER HINSSEN

- Expert on Innovation & Technology – Trusted by Google, Apple, Microsoft & more
- Bestselling Author of *The Phoenix* and *The Unicorn*, *The Day After Tomorrow* & others
- Serial Entrepreneur & Board Advisor – Founder of multiple tech startups

Peter Hinssen is a **pathological optimist** who believes that companies must rethink themselves to thrive in an age of rapid change. With a deep understanding of technological evolution, innovation strategy, and adaptive leadership, he challenges organizations to embrace change before it disrupts them.

As a **sought-after expert**, Peter brings his insights with clarity, humor, and a sharp eye for what's next. He has worked with world-leading brands like Google, Apple, Amazon, Accenture, and Microsoft. He also teaches at top institutions such as **London Business School** and **MIT Sloan**.

Peter is the **bestselling author of five books on business transformation**. In *The Phoenix* and *The Unicorn*, he explores how companies can reinvent themselves. *The Day After Tomorrow* shows why long-term thinking is crucial in times of radical innovation. His earlier works, including *The Network Always Wins* and *The New Normal*, have helped leaders navigate the digital revolution.

A **serial entrepreneur**, Peter has built and sold multiple tech startups, with acquisitions by Alcatel-Lucent, Belgacom, and Descartes. As founder of **nexxworks**, he helps organizations stay ahead in an era of constant change — the *Never Normal*.

# What attendees say

9

Really inspiring and action oriented, with great diversity of speakers and viewpoints.

*Jeltje Doeven, Dura Vermeer*

9

When you think it cannot get any better, DenkProducties is able to, again, make it happen!

*Yaïsa Gottenbos, T-Systems International*

8

Inspiration galore!

*Mandy Markerink, Stichting Campus Nederland*

8

A day full of inspiration and practical takeaways!

*Peter Monbailieu, MB Presents*

10

Fantastic, inspiring and great learning experience.

*Markus Konings, Sandenburg-DST*

9

Overwhelmed by inspiration!

*Lise van Dam, Odido*

9

Like an 8 course star dinner served in an inspiring environment with people you didn't know you needed or they needed you.

*Karlijn L'Ortye, MO the movement*

9

It was exhilarating, motivating and such an inspirational event!  
Fully fired up!!!

*Stuti Baliyan, VodafoneZiggo*

9

By far the best business event of the Netherlands.

*Marco Pesch, Happy Good Talk*

9

A truly inspiring day filled with mind-provoking thoughts.

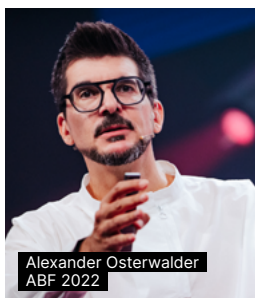
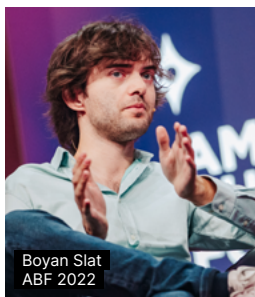
*Lennart Nordin, Simbase*

More information: **DENKPRODUCTIES.NL/ABF2025**

# Amsterdam Business Forum

THE Leadership Event of the Year

(previous speakers)



At Amsterdam Business Forum you'll get: outstanding speakers, actionable insights and a community of 2.500 great minds in the audience.



**Learn from  
the best  
minds**



**Meet  
2.500  
leaders**



**Bring  
your entire  
team**


More information: [DENKPRODUCTIES.NL/ABF2025](https://denkproducties.nl/abf2025)


# Ticket types


REGULAR


~~1.195€~~ **1.095€**

excl. VAT

 Main stage program

 All inclusive catering

 Networking opportunities


 Online access to presentations in video until 30 days after the event


MOST POPULAR


VIP


~~1.795€~~ **1.395€**


excl. VAT

 VIP seating (top)

 VIP lounge

 VIP session with Sanna Marin

 VIP session with Neil Pasricha




 VIP drinks + dinner

SOLD OUT!

## GROUP

Planning to attend Amsterdam Business Forum as a group? Excellent choice! Boost your internal network and seamlessly transform fresh insights into practical solutions.

### GROUP DISCOUNT

-  -10% from 5 participants
-  -15% from 10 participants
-  -20% from 20 participants

## PARTNERSHIPS

Looking to build partnerships? Amsterdam Business Forum 2025 offers great opportunities. Reach out to us to explore collaboration.

For more information please contact Godfried Dorssers at [godfried@denkproducties.nl](mailto:godfried@denkproducties.nl) or call us at: +31 20 3033820.

More information: **DENKPRODUCTIES.NL/ABF2025**