

**SYNERGY<sup>®</sup>**  
**GLOBAL**  
**FORUM**  
**NEW YORK 2017**

**OCTOBER 27-28, 2017**

**THE THEATER AT MADISON SQUARE GARDEN**

**C H A N G E Y O U R F U T U R E**



# ABOUT THE FORUM



**SYNERGY GLOBAL FORUM** is a life-changing business and networking event like no other. The legendary speakers we gather on one stage will inform you, challenge you, and transform your thinking.

Our venue, New York, is more than a business capital — it's a brand. It's the city that never sleeps and never stops reinventing itself, where Fortune 500 companies coexist with art galleries and start-ups. There's no better place to think beyond the possible and create the future.





# AGENDA

## 27 OCTOBER

	<b>09:00 — 10:00</b>	<b>CHECK-IN AND REFRESHMENTS</b>
	<b>10:00 — 10:10</b>	<b>OPENING</b>
	<b>10:10 — 11:40</b>	<b>GUY KAWASAKI</b> The Art of Innovation. How to create innovative products and services using tactical and practical techniques
	<b>11:50 — 1:10</b>	<b>STEVE FORBES</b> The Stunning Parallels between Great Leaders of the Ancient World and Today's Top Business Leaders
	<b>1:10 — 3:10</b>	<b>LUNCH</b>
	<b>3:15 — 4:00</b>	<b>ARIANNA HUFFINGTON</b> Redefining Success: The Third Metric That Can Benefit Your Bottom Line
	<b>4:05 — 5:00</b>	<b>RAY KURZWEIL</b> The Acceleration of Technology in the 21st Century: the Impact on Business, the Economy, and Society
	<b>5:00 — 6:30</b>	<b>MALCOLM GLADWELL</b> The New Nexus Between Intelligence, Intuition and Information
	<b>9:00</b>	<b>AFTERPARTY</b>

## 28 OCTOBER

	<b>9:00 — 10:00</b>	<b>CHECK-IN AND REFRESHMENTS</b>
	<b>10:00 — 10:10</b>	<b>OPENING</b>
	<b>10:10 — 11:00</b>	<b>GARY VAYNERCHUK</b> Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy World
	<b>11:05 — 12:00</b>	<b>JIMMY WALES</b> A 'Wiki' Future. How businesses must adapt in the face of open-content technology in order to compete and innovate
	<b>12:10 — 1:00</b>	<b>NASSIM NICHOLAS TALEB</b> Decision making under uncertainty
	<b>1:10 — 3:10</b>	<b>LUNCH</b>
	<b>3:10 — 4:00</b>	<b>MIKE TYSON</b> Lessons taught by mentor and how it translates into everyday business
	<b>4:10 — 5:00</b>	<b>TO BE ANNOUNCED</b>
	<b>5:10 — 6:00</b>	<b>TO BE ANNOUNCED</b>

# SPEAKERS



## GUY KAWASAKI

### Venture Capitalist and Author

- Former chief evangelist at Apple and special advisor to the CEO of Motorola
- Author of 10 business bestsellers, including Rules for Revolutionaries, Enchantment and The Art of the Start 2.0
- Founder and managing director of Garage Technology Ventures, a venture capital firm which specializes in high-technology start-up firms located in Silicon Valley



## MALCOLM GLADWELL

### Journalist and Author

- Bestselling author of David and Goliath, What the Dog Saw, Outliers, Blink, and The Tipping Point
- Named one of TIME magazine's 100 most influential people and one of Foreign Policy's Top Global Thinkers
- Staff writer for the New Yorker since 1996; previously a reporter for the Washington Post
- Awarded the 2001 National Magazine Award; honored by the American Psychological Society and the American Sociological Society
- Holds an honorary doctorate of letters from the University of Toronto



## GARY VAYNERCHUK

### Marketing Expert and Entrepreneur

- Grew his family wine business from \$3M to \$60M in revenue in just five years, just out of college
- CEO of holding company VaynerX, which houses VaynerMedia, one of the world's hottest digital agencies, and The Gallery, a publishing company Gary started with his business partners at RSE Ventures
- Four-time New York Times bestselling author
- Prolific angel investor and venture capitalist; investor in companies including Snapchat, Facebook, Twitter, Uber and Venmo
- Co-founder of venture capital firm Vayner/RSE, athlete representation agency VaynerSports, and restaurant reservations app Resy

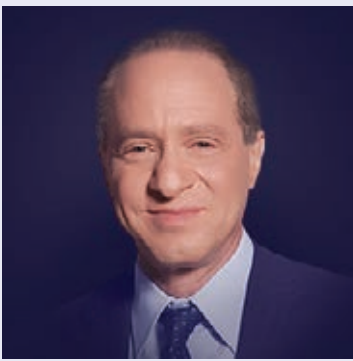
# SPEAKERS



## STEVE FORBES

### Executive, Author, and Editor

- Chairman and Editor-in-Chief of Forbes Media, an internationally respected publication in the worlds of economics, finance, and corporate leadership
- Expert on the global economy, monetary policy, and politics
- A bestselling author who argues that capitalism, free markets, and a flat tax are essential to a healthy economy, and continues to be one of the most sought-after speakers on economic issues dominating the headlines around the world



## RAY KURZWEIL

### Inventor and Futurist

- One of the most influential thought leaders in the world, whose predictions has a 86% accuracy rate.
- The Wall Street Journal called Kurzweil “the restless genius”, Forbes — “the ultimate thinking machine”, and Inc. magazine — “rightful heir to Thomas Edison”
- Founder of Singularity University
- Hired as a Google consultant on artificial intelligence and machine learning by Google co-founder Larry Page
- Creator of several voice recognition systems
- Awarded the Technical Grammy Award in 2015 for his outstanding achievements in the field of music
- Has written bestsellers on health, artificial intelligence (AI), transhumanism, the technological singularity, and futurism, including The Singularity Is Near and How to Create a Mind



## JIMMY WALES

### Founder of Wikipedia

- One of TIME Magazine’s 100 Most Influential People
- Named one of the world’s top 250 leaders by the World Economic Forum, in recognition of his professional accomplishments
- Launched TPO, a mobile network that donates 10% of the customer’s monthly bill to a charity of their choice, and brings together a community of change makers
- Lives by the belief that “Changing the world starts with one discussion at a time”

# SPEAKERS



## NASSIM NICHOLAS TALEB

### Author of *The Black Swan* and *Antifragile*

- Distinguished Professor of Risk Engineering
- Spent more than 20 years as a derivatives trader before starting a full-time career in research, in the field of risk management and applied probability
- Held senior positions with major financial institutions: Credit Suisse First Boston, UBS, BNP-Paribas, Indosuez (now Calyon), Bankers Trust (now Deutsche Bank)
- Has also been involved in risk-based policy making, advising the IMF and the UK Prime Minister on model error and the detection and mitigation of tail exposures
- One of Bloomberg Markets' 50 Most Influential people in 2011



## ARIANNA HUFFINGTON

### Founder, *HuffPost*

- Founder of *HuffPost* (formerly *The Huffington Post*) which became one of the most popular websites in America with over 80 million readers, and was acquired for \$315 million by AOL in 2011
- Founder and CEO of Thrive Global which focuses on human happiness, well-being, and productivity
- Author of 15 books, including *The New York Times* bestsellers *Thrive* and *The Sleep Revolution*
- Listed by *Forbes* as one of the 100 most powerful women in the world
- Serves on numerous boards, including Uber and The Center for Public Integrity
- Ran as an independent candidate for governor of California in 2003



## MIKE TYSON

### Legendary boxer

- Considered one of the greatest heavyweight boxers of all time
- Inducted into the International Boxing Hall of Fame and the World Boxing Hall of Fame
- One of the world's highest-paid boxers
- The only boxer with 6 world championship belts
- Founder of promotion company Iron Mike Production





# VENUE

## THE THEATER AT MADISON SQUARE GARDEN

Our venue needs no introduction. The legendary hall in the heart of Manhattan — part of iconic Madison Square Garden — boasts the latest conference facilities, and hosts many of the city's premier events.

## TRAVEL ASSISTANCE

We can help make travel to New York comfortable and memorable. Our travel assistants are on hand to help you with flights and accommodation, and provide visa support where needed. We can also help arrange anything from taxis and car rentals to personal city tours.



Trip planner



Flight



Transfer



Hotels



# **GROW YOUR NETWORK**

## **ADD 5,500 NEW PARTNERS, CLIENTS, AND FRIENDS**

Unlock opportunities for 2017 and beyond. With two days crossing paths with senior leadership from potential partners and customers, the Forum is a place to build relationships, share your knowledge, and keep the discussion going long after the event is over.





# AFTERPARTY WITH PARIS HILTON

One of Manhattan's most famous venues, the Hammerstein Ballroom first opened in 1906 as a rival to the Metropolitan Opera. Still a magnificent destination over a century later, the Hammerstein Ballroom combines operatic elegance with state-of-the-art facilities.

Our special guest for the afterparty is Paris Hilton, who is no stranger to great parties. An heiress to the Hilton Hotels empire, she's reinvented herself repeatedly and found success in many different roles: businesswoman, singer, actress, model and DJ. On October 27 she will be performing exclusively for Synergy Global Forum guests!





# WEEKEND IN NEW YORK

For those who want to get to know New York's world-class entertainment and culture, we organize a cultural and recreational program that includes restaurants, Broadway musicals, museums, and tours of other unmissable attractions.



## TOURS

Our tours of New York's sights can be tailored to your taste. Our professional guides know the city inside out, from the towers of Manhattan to the neighborhoods of Queens. Take in contemporary masterpieces at the Museum of Modern Art, encounter ancient fossils in the Museum of Natural History, feed your inner Wolf on Wall Street, or simply take a stroll in Central Park — we can help you arrange all this and more.



## MUSICALS

After a day seeing the sights, it's time to catch an evening Broadway show. Whether you're in the mood to be laugh, cry, or just be entertained, we'll help you book tickets and give you recommendations if you can't make up your mind. And who knows — it might be you watching a new star's breakout performance!



## RESTAURANTS

New York boasts over 50,000 restaurants — over 100 of them Michelin-starred — serving cuisines from every corner of the world, including Italian, Indian, Mexican, Chinese, Thai, Greek, Vietnamese, and many others. And if none of those appeal to you, there's always classic American cooking — burgers, fries, milkshakes, wings, or mouthwatering steaks.