



In an unpredictable world, leaders must navigate disruption with resilience, strategy, and adaptability. **Winning in a Crazy World** brings together business and sports to explore leadership strategies and how to navigate the road to **Peak Performance**.

#### Keynote with **Kevin Roberts**



Renowned branding visionary and 16-year tenure as Chairman & CEO of Saatchi & Saatchi, Kevin Roberts has decades of leadership and branding expertise. Creator of the groundbreaking "**Lovemarks**" concept, Kevin will share insights on leadership and what it takes to win. A great opportunity to hear from a global thought leader.

Kevin was also Chairman of USA Rugby for eight years and Director of New Zealand Rugby for three.

Workshop on **Developing Tomorrow's Leaders** with **Bob Reeves**. Former president of England Rugby, Bob is a pioneer of elite development programs in business and sport and has coached Olympians and high-performance executives around the globe.

Kevin will moderate a **Panel Discussion** about **Peak Performance** with 5 leaders from Cincinnati's sports and business community.



- Date: Thursday, April 24, 2025
- Registration Opens: 11:30 AM
- Conference: 12:00 PM – 4:00 PM
- Happy Hour & Networking: 4:00 PM – 5:30 PM
- Location: FC Cincinnati, First Financial Club

Additionally, we have an exciting announcement about Cincinnati's bid to host the **2031 and 2033 Rugby World Cups**. We look forward to having you join us for an afternoon of powerful insights, connections, and an exciting vision for Cincinnati's future.

**Registration and Sponsorship opportunities available from Cincinnati Chamber of Commerce**

<https://portal.cincinnatichamber.com/s/community-event?id=a1mJx000005cc1NIAQ>