



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.cincinnati-chamber.com/s/community-event?id=a1mJx000005cc1NIAQ>