ITD MEGA GURUS EVENT Learn from the WORLD'S #1 Best to be the Best

ICONIC LEADERSHIP TEAM SUMMIT

OCTOBER 19, SHANGRI-LA BANGKOK

ITD WORLD
Your Global Coaching & Leadership Development Partner

Thrive 5.0 Human-AI Synergy

JOHN MATTONE
6 Times **WORLD #1** Coaching Guru
& Coach to Steve Jobs

BRENDA BENCE
WORLD'S #1 Branding Professional

DR PETER CHEE
WORLD'S #1 Coaching Professional

Iconic Leaders Fireside Chat with:

WORAWAT SUVAGONDA, *SCB, Chief People Officer; Personnel Management Association of Thailand (PMAT), President*
DR AGAPOL NA SONGKHLA, *TCC Group, Thai Group Holdings, Chief People Officer & Head of Strategy*
TANUNPORN UNGTHAVORN, *APAC HR Director for Taboola, & served as Regional & Country HR Leader for Netflix, Sanofi, Nike, & Citibank*
AKARIN PHUREESITR, *Central Pattana (CPN), Chief People Officer*
SERELY ALCARAZ, *ITD World, Executive Director*

Strategic Partners

SHANGRI-LA BANGKOK
PMAT
GAYSORN VILLAGE
THAI GROUP HOLDINGS
SCB
Great Place To Work.
CENTRAL PATTANA
8nalytics

ICONIC LEADERSHIP TEAM SUMMIT

Thrive 5.0
Human-AI Synergy

* PROGRAM

TIME	ACTIVITY
8.00am	Registration
8.30am	Iconic Leaders Fireside Chat with JOHN MATTONE (Live-in-Person) Future-Fit-Future-Ready Leadership in the AI Era
10.30am	Networking Break & Book-Signing
10.45am	BRENDA BENCE (Live-in-Person) Strengthen Your Leadership Brand & Executive Presence
12.45pm	Networking Lunch, CCMC, CCMP, CTP & ITD World Alumni Gathering
2.00pm	DR PETER CHEE (Live-in-Person – Part 1) 10X Innovation Coaching & High-Performance Culture in the AI Era
3.30pm	Networking Break & Book-Signing
4.00pm	DR PETER CHEE (Live-in-Person – Part 2) 10X Innovation Coaching & High-Performance Culture in the AI Era
5.30pm	Closing

LEARN FROM THE BEST TO BE THE BEST

ITD WORLD
Your Global Coaching & Leadership Development Partner

All rights reserved.

KEY Benefits & Objectives

- GAIN wisdom, expertise, and prominence from top global gurus
- NETWORK with industry leaders and share the latest best practices
- ACCELERATE learning with cutting-edge with tools, tips, & techniques
- ENABLE profound leadership team transformation to thrive in the AI era
- MOTIVATE and inspire the leadership team to deliver sustainable results

WHO Should Attend

- CEO's, Presidents, Directors, Key Leaders and Talents
- Leaders from HR, OD and Learning & Development, and Talent Management

© ITD World. All rights reserved.

ITD WORLD
Your Global Coaching & Leadership Development Partner

FUTURE-FIT-FUTURE-READY ICONIC LEADERSHIP
FIRESIDE CHAT

In this iconic fireside leaders chat, JOHN MATTONE, the coach to Steve Jobs, engages in a powerful conversation with iconic leaders on fostering Future-Fit-Future-Ready Leadership to thrive in the AI era.

They touch on how leaders rise above disruption and complexity of industrial revolution 5.0, AI agents, automation, and the future of work, by developing the mindset, agility, courage, resilience, and strategic foresight

They will touch on the capabilities leaders need for to win over challenges and enable results with coaching culture and outstanding leadership.

Peter, Brenda & John ▶

ICONIC LEADERS
FIRESIDE CHAT PANEL

▲ *Akarin, Serely, Dr Agapol, Tanunporn & Worawat*

- **JOHN MATTONE** is the 6 Times World #1 Coaching Guru on Global Gurus and has coached many iconic leaders, such as Apple founder, Steve Jobs.
- **WORAWAT SUVAGONDA** is the Chief People Officer for SCB Bank and President of Personnel Management Association of Thailand (PMAT), and a Certified Master Coach (CMC).
- **DR AGAPOL NA SONGKHLA** is the recipient of the Marshall Goldsmith Outstanding Coaching Leader Award. He is the Chief People Officer & Head of Strategy at Thai Group Holdings, TCC Group, and a Certified Chief Master Coach (CCMC).
- **TANUNPORN (ANN) UNGTHAVORN** has over 24 years of experience in HR. She is the APAC HR Director for Taboola, and served as Regional & Country HR Leader for Netflix, Sanofi, Nike, & Citibank.
- **AKARIN PHUREESITR** is a HR leader with a proven track record in business and HR. He is the Chief People Officer for Central Pattana (CPN), and a Certified Master Coach (CMC).
- **SERELY ALCARAZ** is the ITD World executive director and developed leaders globally for over 30 years. She was Chairperson of the Philippine Society for Training & Development (PSTD).

LEARN FROM THE BEST TO BE THE BEST

ITD WORLD
Your Global Coaching & Leadership Development Partner

All rights reserved.

Tanunporn, Akarin, Dr Agapol, Dr Marshall & Worawat

During this highly engaging fireside chat, you will:

- GAIN real-world insights from top global gurus and iconic leaders across industries.
- DISCOVER what it takes to become future-fit and future-ready in the AI era.
- UNDERSTAND the mindsets leaders need to stay focused, agile, courageous, and resilient.
- EXPLORE how leaders can inspire greatness through change and uncertainty.
- UNCOVER practical ways to lead transformation, innovation and culture change.
- LEARN how to strengthen trust, collaboration, ownership, and accountability.
- EMBRACE future-ready leadership that creates sustainable results and lasting value amid AI challenges.

All rights reserved.

JOHN MATTONE

6x World #1 Coaching Guru & Coach to Steve Jobs

1 → Executive Coach of Steve Jobs, Apple's late founder & the CEO of Pepsico

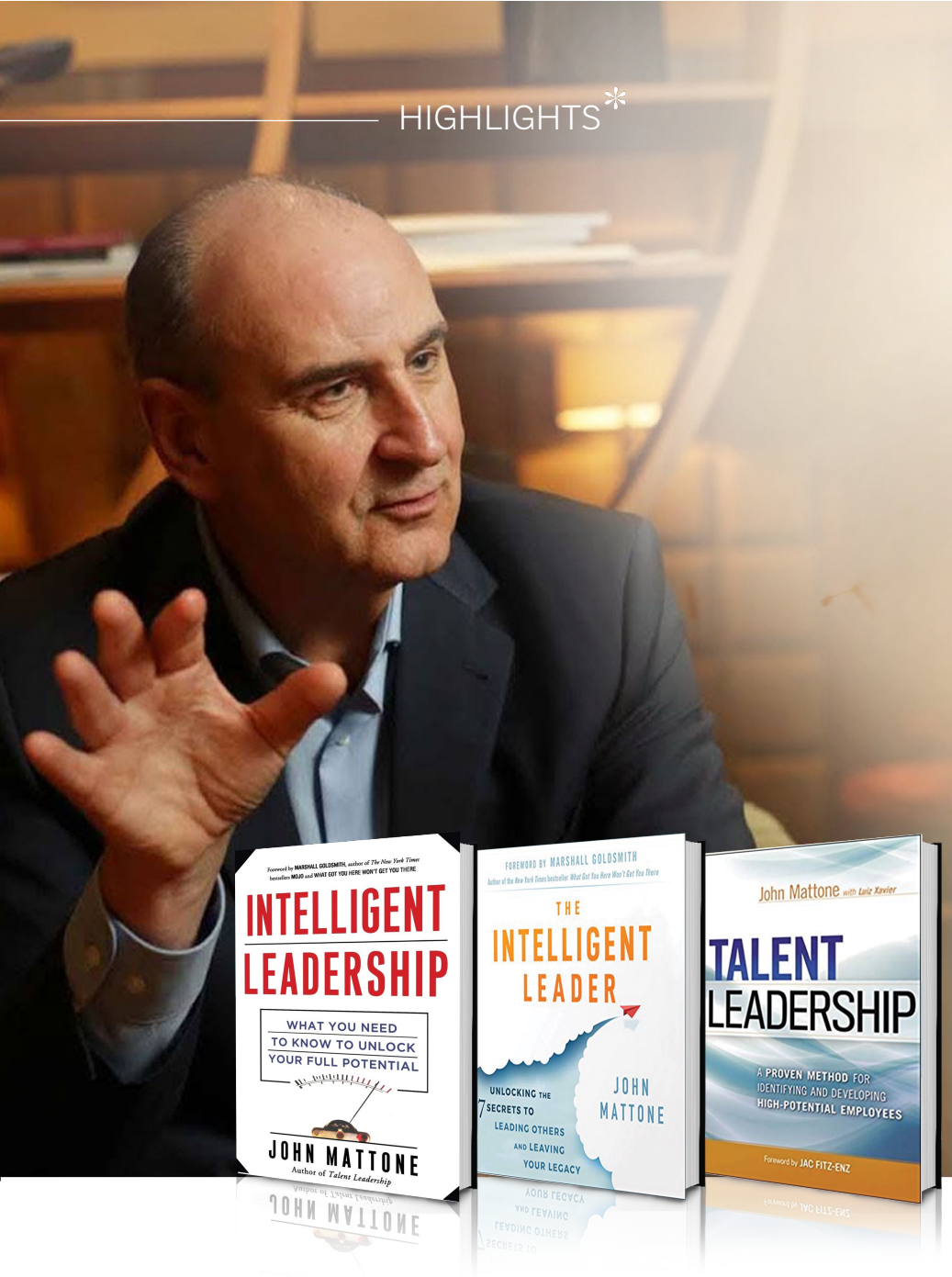
2 → 6 Times World #1 Coaching Guru on Global Gurus

3 → World #1 leadership coaching blog by Feedspot.com

4 → Author of 10 books, including four best sellers on Amazon, Inc. Magazine

5 → Master Corporate Executive Coach (MCEC) certification from The Association of Corporate Executive Coaches, only one of four certified globally

6 → Created the Intelligent Leadership (IL) ExecutiveCoaching philosophy and process



All rights reserved.

Strengthen

LEADERSHIP BRAND & EXECUTIVE PRESENCE

BRENDA BENCE

C-Suite Executive Coach

* COURSE OVERVIEW

STRENGTHEN YOUR LEADERSHIP BRAND & EXECUTIVE PRESENCE

World's #1 Leadership Branding Guru BRENDA BENCE will show you how to successfully craft and communicate your own unique brand as a leader within your organization. Whether you are an individual contributor focused on "self-leadership" or whether you are actively leading others, this program will teach you how to define and build your own distinctive brand so that you can do more – and be more – in work and life.

LEARN FROM THE BEST TO BE THE BEST

ITD WORLD
Your Global Coaching & Leadership Development Partner

All rights reserved.

During this highly interactive and engaging presentation, you will:

* DISCOVER what Leadership Personal Branding is, and why it's so critical for both your own success as a leader and for the success of your team and organization.
* UNDERSTAND the three foundational steps to mastering your brand as a leader.
* EXPLORE how the same core elements that have built every famous global brand can be applied directly to "YOU™®" -- The Trademarked You.
* FIND OUT the five activities you do every day at work that most impact how your leadership brand is being communicated – to superiors, peers, direct reports, clients, and others.
* UNCOVER critical Executive "Leadership Brand Busters™" that can damage your brand and diminish your presence.
* BOOST your gravitas by getting clear on what "Executive Presence" really means and the impact it has on your brand – and your future career.
* GAIN helpful, pragmatic tips that you can implement immediately to strengthen your Executive Presence.
* FULLY EMBRACE Leadership Personal Branding as a "mindset" that can help you achieve more in your career, ultimately bringing greater fulfillment in work and life.

All rights reserved.

Global Gurus #3 Executive Coach Worldwide | Thinkers50 Coaching Legend | C-Suite Succession Coach & Strategic Advisor

BRENDA BENCE

* HIGHLIGHTS

1 → Ranked the **World's #3 Executive Coach** and the **#1 Branding Professional** by Global Gurus

2 → Recognized as a **Coaching Legend** by **Thinkers50**

3 → **C-Suite Succession Coach and Strategic Advisor** to CEOs, Boards, and Executive Leadership Teams at **Global Fortune 500 companies**

4 → For more **than two decades**, has personally coached CEOs, C-Suite and senior leaders from 60 nationalities, across six continents and 70 industries – including Microsoft, Google, Accenture, Bank of America, Deloitte, IBM, General Electric, and 3M

5 → Inducted into the **Professional Speaker Hall of Fame**

6 → Brings rare **Fortune 100 operating experience**, having built and led billion-dollar brands for **Procter & Gamble** and **Bristol-Myers Squibb**

7 → Author of **12 award-winning books**, including Master the ***Brand Called YOU™***

8 → MBA from **Harvard Business School**

LEARN FROM THE BEST TO BE THE BEST

ITD WORLD
Your Global Coaching & Leadership Development Partner

All rights reserved.

* COURSE OVERVIEW

10X INNOVATION COACHING & HIGH-PERFORMANCE CULTURE IN THE AI ERA

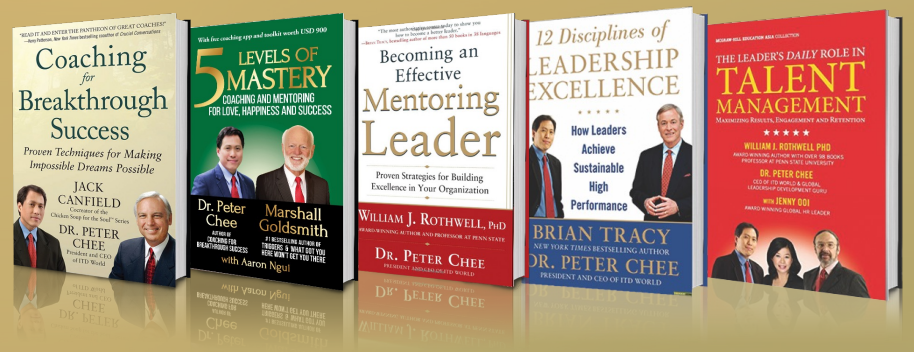
The World #1's Coaching Professional DR PETER CHEE shares with you his wisdom, expertise, and proven methodologies to transform teams for high performance by enabling 10X Innovation Coaching for driving transformation towards breakthrough results in the AI era.

Break free from limitations, strengthen resilience, and execute effective strategies for sustainable competitive advantage. Discover how the 10X mindset proliferates across teams as a high-performance habit and culture to accelerate innovation, drive growth, and enable outstanding results.

All rights reserved.

In this highly engaging and interactive session, leaders and their teams gain the opportunity to:

* **DISCOVER** the Best Practices of 10X Innovation Coaching
* **ENGAGE** in profound diagnosis & analysis for high performance
* **EMBRACE** the essence of 10X Innovation Coaching to effectively create game-changing innovative disruption
* **EMPLOY** the 10X approach to profoundly transcend limiting beliefs and enable breakthrough results
* **MASTER** Disruptive 10X Innovation Coaching to fuel innovative thinking & synergies in the AI era
* **CREATE** accelerated 10X strategies, tactics, & action plans for massive execution
* **DELIVER** 10X execution and exponential growth presentations effectively
* **UNLEASH** the power of high-performance coaching culture and drive 10X growth to thrive sustainably with AI.



ITD WORLD
Your Global Coaching & Leadership Development Partner

All rights reserved.

* HIGHLIGHTS

World #1 Coaching Professional

DR PETER CHEE

1 → President and CEO of ITD World who has trained & developed leaders from over 80 countries

2 → World #1 Coach for Strategic Innovation awarded by Dr. Marshall Goldsmith

3 → Ranked #1 Coaching Professional by Global Gurus

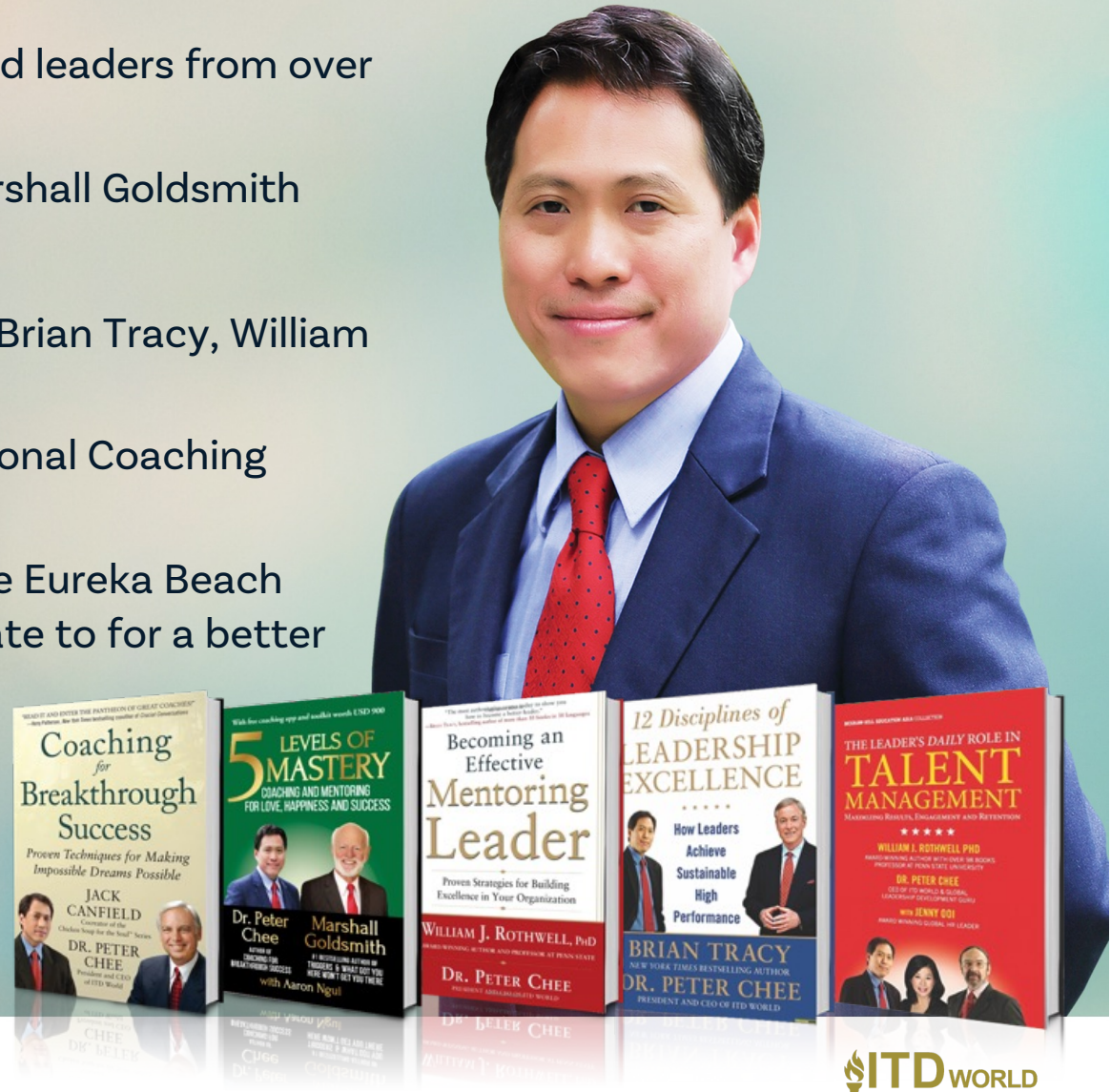
4 → Co-author of books with top global experts - Jack Canfield, Brian Tracy, William Rothwell and Marshall Goldsmith

5 → Creator of Coaching for Breakthrough Success & The Situational Coaching Model, Certified Chief Master Coach (CCMC) program

6 → Passionately coaches global leaders via his signature Sunrise Eureka Beach Coaching (SEBC) & champions the 100million leaders mandate to for a better world

7 → Recognized in the inaugural Coaches50 by Thinkers50, honoring the world's most influential executive coaches

8 → Doctor of Business from University of South Australia



LEARN FROM THE BEST TO BE THE BEST

ITD WORLD
Your Global Coaching & Leadership Development Partner

All rights reserved.

FEES

	NORMAL
	***
INTERNATIONAL	USD 550

* *All fees exclude VAT & Taxes*

** *Special Group Discounts:*

- *20% for 10 or more leaders from the same organization*
- *10% for 5 or more leaders from the same organization*

All rights reserved.

FEES

THAILAND

NORMAL

***

BAHT 18,000

* *All fees exclude VAT & Taxes*

** *Special Group Discounts:*

- 20% for 10 or more leaders from the same organization

- 10% for 5 or more leaders from the same organization

All rights reserved.

FEES

PMAT

	NORMAL
	***
PMAT Members	BAHT 13,500
Standard fees	BAHT 18,000

* *All fees exclude VAT & Taxes*

** *PMAT Special Event Partnership Discount: 25%*

All rights reserved.

FEES

HRDF CONTRIBUTORS

***

RM1,750

* *All fees exclude VAT, SST, and Taxes*

ITD WORLD Your Global Coaching & Leadership Development Partner
All rights reserved.

FEES

ITD WORLD ALUMNI**

***

RM1,750

* *All fees exclude VAT, SST, and Taxes*

** *Special 1-free-1 package for ITD World Alumni*

All rights reserved.

FEES

SPECIAL ITD WORLD ICF MEMBERS

***

SPONSORSHIP 25%

- *All fees exclude VAT, SST, and Taxes*

** *Special ITD World ICF member sponsorship: 25%*

All rights reserved.

Attendees of the Iconic Leadership Team Summit can enjoy exclusive group rates at Shangri-La for stays between 16 October – 23 October 2026.

HOTEL RESERVATION

SHANGRI-LA BANGKOK

How to Book:

1. *Direct Link: https://www.shangri-la.com/bangkok/shangrila/?timeZone=+7&specialCode=ITD161026&specialCodeType=Group&checkInDate=2026-10-16&checkOutDate=2026-10-23&rooms=[{%22adultNum%22:1,%22childNum%22:0}]*
2. *Alternative Booking Method (via Shangri-La Website): www.shangri-la.com*
   - *Select 'Shangri-La Bangkok', check-in date, check-out date, and total number of guests.*
   - *In the promo code section, click Special Code > select Group, and enter code: ITD161026.*
   - *Click Search to view and confirm your special discounted rate and reserve your room. See you then!*

* *All fees exclude VAT, SST, and Taxes*

All rights reserved.

ITD WORLD

Your Global Coaching & Leadership Development Partner

www.itdworld.com

Follow us on / ITDWORLD

MALAYSIA
ITD PENANG (Head Office)
Tel: +604 228 3869
E-mail: itdpg@itdworld.com

ITD KUALA LUMPUR
Tel: +603 6203 3880
E-mail: itdkl@itdworld.com

U.S.A
ITD U.S.A
Tel: +480 545 2878
E-mail: itdusa@itdworld.com

AUSTRALIA
ITD AUSTRALIA
Tel: +61 4 0225 4889
E-mail: itdaustralia@itdworld.com

SINGAPORE
ITD INTERNATIONAL PLE LTD
Tel: +65 85 556 001
E-mail: itdsg@itdworld.com

THAILAND
INTERNATIONAL ITD LTD
Tel: +662 116 9336 to 7
E-mail: itdbkk@itdworld.com

VIETNAM
ITD VIETNAM
Tel: +84 28 38 258 487
E-mail: itdhcmc@itdworld.com

PHILIPPINES
ITD CONSULTING GROUP INC
Tel: +632 8887 7428
E-mail: itdmanila@itdworld.com

INDONESIA
ITD-GLC
Tel: +6221 2930 8710
E-mail: itdjakarta@itdworld.com

MYANMAR
ITD - BCTC
Tel: +959 765 222 103
E-mail: itdmyanmar@itdworld.com

BANGLADESH
INTERNATIONAL ITD LTD
Tel: +880 173 070 4688
E-mail: itdbangladesh@itdworld.com

MEDITERRANEAN
ITD MEDITERRANEAN
Tel: +90 532 263 6666
E-mail: itdmediterranean@itdworld.com

BRAZIL
ITD BRAZIL
Tel: +55 11 99961 9706
E-mail: itdbrazil@itdworld.com

EUROPE
ITD EUROPE
Tel: +55 11 99961 9706
E-mail: itdeurope@itdworld.com