

INSEAD – CTAM Europe Executive Management Program

Sunday 24 June	Monday 25 June	Tuesday 26 June	Wednesday 27 June	Thursday 28 June	Friday 29 June
	08.30 Introduction	08.00 – 09.00 Reflection	08.00 – 09.00 Reflection	08.00 – 09.00 Reflection	08.00 – 09.00 Reflection
	09.00 – 12.00 New rules of game in the digital world Annet Aris	09.00 – 12.00 Leading Change Graham Ward	09.00 – 13.00 Value creation and capital markets Massimo Massa	09.00 – 13.00 Customer Centric Innovation Joerg Niessing	09.00 – 13.00 Leading the digital transformation ... (2) Joerg Niessing
16.45 Campus Tour	Group Photo & Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD
17.00 – 19.00 Kick off Annet Aris Joerg Niessing	13.30 – 17.30 New rules of game in the digital world Annet Aris	13.30 – 17.30 Leading Change Graham Ward	14.00 – 17.30 Value creation and capital markets Massimo Massa	14.00 – 17.30 Leading the digital transformation of the customer experience (1) Joerg Niessing	14.00 – 17.00 Developing an Action Plan Annet Aris
Opening Dinner at Napoleon			18.30 Wine tasting	Closing Dinner at Table St Just	