

# INSEAD – CTAM Europe Executive Management Program

Sunday 24 June	Monday 25 June	Tuesday 26 June	Wednesday 27 June	Thursday 28 June	Friday 29 June
	08.00 Campus Tour 08.30 Introduction	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  Uberization: Digital Disruption, Changing Consumer Behaviour & New Rules of Competition  Joerg Niessing	09.00 – 13.00  Culture Beats Strategy: Getting the Right Enablers in PPlace for a Successful Digital Transformation  Joerg Niessing
	Group Photo & Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD
<b>17.00 – 18.15</b>  Kick off Annet Aris Joerg Niessing  <b>18.30 – 20.30</b>  Team Building	13.30 – 17.30  Digital Transformation in the Cable & Content Industry  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			18.15 Wine tasting	Closing Dinner at Table St Just	