

# 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
<b>16.45 Campus Tour</b>	Group Photo & Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD
<b>17.00 – 19.00</b>  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	