



# INSEAD - CTAM Europe Executive Management Program

**CTAM** EUROPE

Sunday 23 June	Monday 24 June	Tuesday 25 June	Wednesday 26 June	Thursday 27 June	Friday 28 June
	08.00 Campus Tour 08.30 Introduction	08.00- 08.30 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	08.30 - 12.30  Value creation and capital markets  Massimo Massa	09.00 - 12:00  Leading Change  Graham Ward	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 PLace for a Successful Digital Transformation Joerg Niessing
	Group Photo & Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD	Lunch @ INSEAD
17.00 - 18.15 Kick off Annet Aris	13.30 - 17.30 Digital Transformation in the Cable & Content Industry Annet Aris	13.30 - 17.00 Value creation and capital markets Massimo Massa	13.30 - 17.30 Leading Change Graham Ward	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
18.30 - 20.30 Team Building					
Opening Dinner			18.15 Wine tasting	Closing Dinner at Table St Just	

Plessis Mornay Learning Space Flatroom 4  
Program Directors: Annet Aris & Joerg Niessing  
Program Coordinator: Laura Gnemmi