



Executive Education

CTAM Europe Executive Management Programme 2019 edition

CTAM EUROPE

Sunday 23 June	Monday 24 June	Tuesday 25 June	Wednesday 26 June	Thursday 27 June	Friday 28 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 – 13.00 Value creation and capital markets Massimo Massa	09.00 – 13.00 Leading Change Graham Ward	09.00 – 13.00 Uberization: Digital Disruption, Changing Consumer Behaviour and 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
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 Digital transformation of the Cable and Content industry Annet Aris	14.00 – 17.30 Value creation and capital markets Massimo Massa	14.00 – 17.30 Leading Change Graham Ward	14.00 – 17.30 Leading the digital transformation of the customer experience 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	