



Executive Management Programme 2021

6th - 11th June 2021

Executive Education. Expand your horizon. Make an Impact.



CTAM Europe's Executive Management Programme, designed for the Media, Cable, Entertainment and Connectivity industries.

Over 170 Executives from leading organisations such as: Liberty Global, Comcast, Viacom, Com Hem, AMC Networks, Freewheel, Melita, Boxer TV, ARRIS, GET, Disney, Sand Cherry Associates, Turner, Fox, Sony and INIT have attended over the past 6 years. Think of all the Knowledge and shared best practices you could tap into!

Covid-19 Curriculum Addition for 2021 Programme:

- How Industry leaders dealt with the digital world shifting, and the need to be prepared for the Covid-19 era and beyond.
- How business and corporate leaders should effectively apply data and the latest digital technologies to deal with the shift accelerated by Covid-19.



Registration Now Open

INSEAD, Fontainebleau, France.
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The Business School
for the World®





Executive Management Programme

INSEAD

SUNDAY 06/06			16.45 Campus Tour	17.00 - 19.00 <i>Kick off</i> Annet Aris Joerg Niessing	Opening Dinner at Napoleon
MONDAY 07/06	08.30 Introduction	09.00 - 12.00 <i>New rules of game in the digital world</i> Annet Aris	Group Photo & Lunch	13.30 - 17.30 <i>Digital transformation of the Cable & Content industry</i> Annet Aris	
TUESDAY 08/06	08.00 - 09.00 Reflection	09.00 - 13.00 <i>Value creation & capital markets</i> Adrian Buss	Lunch	14.00 - 17.30 <i>Value creation & capital markets</i> Adrian Buss	
WEDNESDAY 09/06	08.00 - 09.00 Reflection	09.00 - 13.00 <i>Leading Change</i> Noah Askin	Lunch	14.00 - 17.30 <i>Leading Change</i> Noah Askin	18.30 Wine Tasting
THURSDAY 10/06	08.00 - 09.00 Reflection	09.00 - 13.00 <i>Uberization: Digital Disruption, Changing Consumer Behaviour & New Rules of Completion</i> Joerg Niessing	Lunch	14.00 - 17.30 <i>Leading the digital transformation of the customer experience</i> Joerg Niessing	Closing Dinner at Table St Just
FRIDAY 11/06	08.00 - 09.00 Reflection	09.00 - 13.00 <i>Culture Beats Strategy: Getting the Right Enablers in Place for a Successful Digital Transformation</i> Joerg Niessing	Lunch	14.00 - 17.00 <i>Developing an Action Plan</i> Annet Aris	

Please note: Curriculum is subject to alteration and change prior to the programme dates.

With thanks to our 2020 Strategic Partners & Associate Members



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