



Executive Management Programme 2022

20th – 25th March 2022

Executive Education. Expand your horizon. Make an Impact.



CTAM Europe's Executive Management Programme, designed for the Media, Connectivity & Entertainment industry.

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 Additions for 2022 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.
- How the world drastically changed, and digital technologies advanced, in 2022.
- Change Management – are you prepared for this new era?



Registration Now Open

INSEAD, Fontainebleau, France.

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info@ctameurope.com

The Business School
for the World®





Executive Management Programme

INSEAD

SUNDAY 20/03			16.45 Campus Tour	17.00 - 19.00 <i>Kick off</i> Annet Aris Joerg Niessing	Opening Dinner at Napoleon
MONDAY 21/03	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 Connectivity & Content industry</i> Annet Aris	
TUESDAY 22/03	08.00 - 09.00 Reflection	09.00 - 13.00 <i>Value creation & capital markets</i> Massimo Mara	Lunch	14.00 - 17.30 <i>Value creation & capital markets</i> Massimo Mara	
WEDNESDAY 23/03	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 24/03	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 25/03	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 and Faculty Members are subject to alteration and change prior to the programme dates.

With thanks to our 2022 Strategic Partners & Associate Members



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