

# Executive Management Programme 2022

20th – 25th March 2022



## Executive Education. Expand your horizon. Make an Impact.

### 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 2020.
- Change Management – are you prepared for this new era?

INSEAD, Fontainebleau, France.  
[www.ctameurope.com](http://www.ctameurope.com)  
[info@ctameurope.com](mailto:info@ctameurope.com)

INSEAD

# Topical additions to Class of '22 Curriculum

The latest on how CTAM Europe and INSEAD are responding to the Covid-19 Global situation.

As Covid-19 continues to impact communities around the world, it's vital that we're able to keep you informed.

Please take a moment to learn how INSEAD is responding to the current crisis, visit [www.insead.com/coronavirus](http://www.insead.com/coronavirus) to ensure you are kept up-to-date.

## Amendments and additions to 2022 Curriculum:

Today we are witnessing a profound shift in how customers use digital technologies to consume information, make informed buying decisions, and engage with companies. This shift has been accelerated by COVID-19. Though the shift is easy to see, addressing it isn't easy to do. Companies that have started their transformation early on are more resilient and are able to handle the pandemic in a better way. But many organizations are now pushed into their transformation and business leaders are searching for pragmatic ways to profitably grow their business in today's disrupted world.

From a business leader's perspective, reports of the latest data advance, and the launch of every new technology miss the point. Business leaders want to know how to effectively apply data and the latest digital technologies that are most relevant to their customers, their industry, and the unique growth challenges they face.



# Our commitment to the Class of '22

In this new reality, we understand that it might not be possible to attend the programme in person.

Covid-19 has taught us the need to adapt and pivot plans when necessary. We are committed to hold the programme in March 2022 one way or another; we have a Class of '22, made up of an international group of like-minded peers and expert professors, confirmed to attend the reschedule programme.

The class is over half full and we'd be thrilled to have you join! Our first choice is to hold the programme fully live/in person at INSEAD, alternatively if the need to hold the programme virtually arises, due to the pandemic, this will happen on the same scheduled dates. You are guaranteed to be able to attend the programme in 2022, whether online or in-person on campus at INSEAD.

We are currently experiencing a very exciting time for technology and education; Online programme offers technology-based environments that expand learning opportunities and can provide top quality education through a variety of formats and modalities, that's why INSEAD have developed their online learning approach – which seamlessly adapts to individual needs and provides equal access – so you will get the same world-class education whether on campus or online. There will be the same interactive group work, case studies and discussions. You'll still be learning from some of INSEAD's Top Faculty and will be able to apply invaluable insights to your day to day work, after receiving your certificate from INSEAD.

To keep ahead of today's volatile and competitive global market your organisation needs to change. You/Your Team need the vision, the leadership competencies, the alignment and the agility to design and execute new strategy. And deliver a competitive edge.

**You've already shown yourself to be an experienced industry leader. Now is the time to take those skills to the next level with the [CTAM Europe Executive Management Programme @ INSEAD](#).**



# CTAM Europe

INSEAD Executive Management Programme

20th – 25th March 2022

*Fontainebleau, France*

**Bespoke 5 day Executive  
Management Programme,  
developed for the Media,  
Connectivity & Entertainment  
Industry.**



# Programme Objectives

## Target Audience & Learning Experience

### Target Audience:

The programme is aimed at Senior Executives from the Media, Connectivity & Entertainment Industry, and key suppliers.

The aim is to create a group where participants from different parts of the TMT value chain and with different functional backgrounds (marketing, technology, finance, strategy etc.) interact intensively and thus widen their perspective and break through silos.

### Learning Goals:



To build broad **senior manager skills**, covering the areas of leadership, strategy, digital transformation, customer centricity and finance.



Share the **latest insights** in these fields and design.



To **develop an action plan/programme** for the participants can take back to their workplace.

Participants in functional roles will broaden their perspective to better understand the challenges of the company as a whole, participants with a general management background will refresh their knowledge and further develop their leadership skills.

# Programme Content

## Key Areas & Topics

### KEY TOPICS COVERED WILL BE



**Covid-19 Shift acceleration: (New for 2022):** We are witnessing a profound shift in how customers use digital technologies to consume information, make informed buying decisions, and engage with companies. The shift, which has been accelerated by Covid-19 is easy to see – however, addressing it isn't easy to do.



**The new rules of game in the digital world: digital disruption and transformation in the Media, Connectivity and Entertainment Industry:** How will digitization affect the TMT value chain and the way companies are run?



**Change leadership:** How to overcome barriers to change, include stakeholders and effectively use change instruments. (includes simulation)



**Customer centricity:** How can you develop new product and services when customers are not aware yet of their concrete needs?



**Leading the digital transformation from the customer experience:** How can you successfully launch products and service customers in an omnichannel, data driven digital world of infinite niches?



**Value creation and capital markets:** How can the latest insights in modern finance help provide value creating growth?



**Developing an action plan:** What is the synthesis of all the topics covered in the week? What story do I take back to my team at home? What learnings do I have for my company?

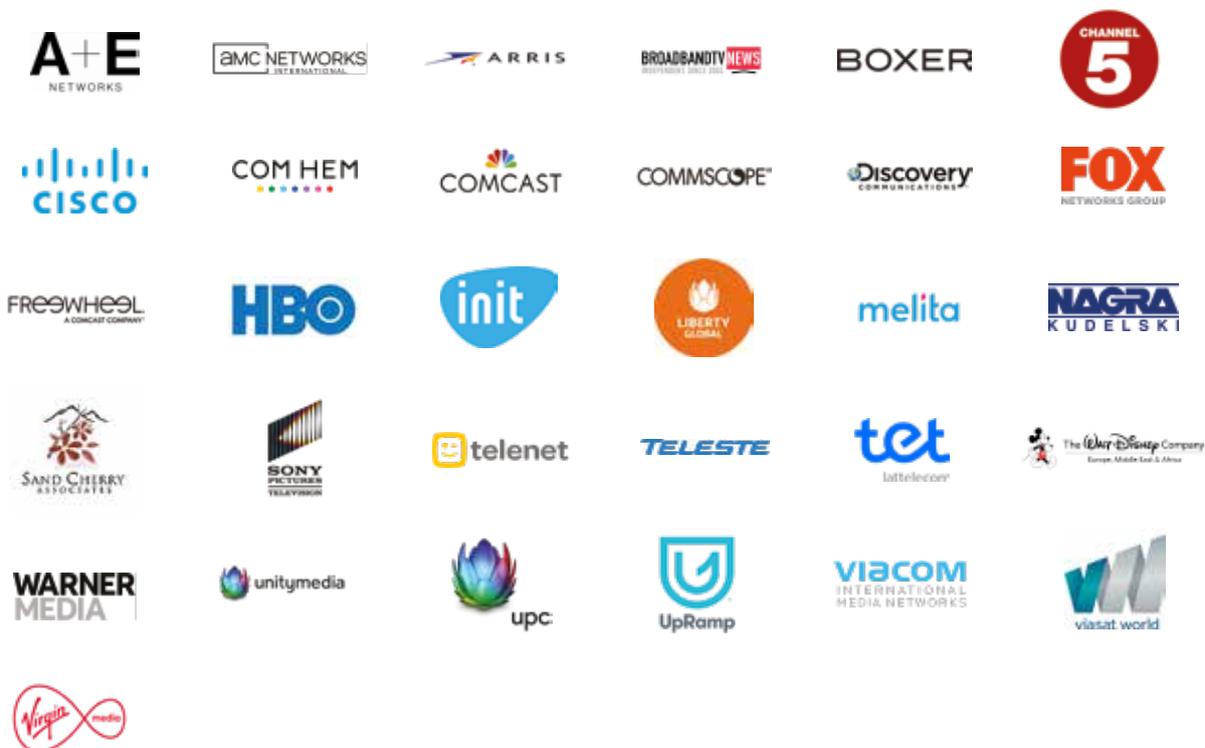
# CTAM Europe

INSEAD Executive Management Programme

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 &amp; Content industry</i> Annet Aris	
TUESDAY 22/03	08.00 - 09.00 Reflection	09.00 - 13.00 <i>Value creation &amp; capital markets</i> Massimo Mara	Lunch	14.00 - 17.30 <i>Value creation &amp; 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 &amp; 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	

# Participating Companies

In the past 8 years



## Past Participants

Examples of Past Participants Positions by Functional Background:

President/Managing Director	Vice President Corporate Affairs
Senior Vice President B2B	Director Connectivity CVP marketing
Director Finance & Operations	Vice President Sales & Retention
Vice President & Business Investor Relations	Head of On Air
Vice President Customer Journey Delivery	HOD Technical Solutions & Innovation
Senior Director Intercompany	Head of Commercial & Sales Operations
Senior Vice President Gigabuild	Director, Pricing & Customer Strategy
Vice President Access Programs	Vice President Legal & Regulatory
Chief Marketing Officer	SVP Commercial & Content Distribution
Development Manager IP Network	Senior Legal Counsel
CEE Head of Product	Chief Technology Officer
Vice President Business for CEE Region	Delivery Director
Head of Long Term Commercial Strategy	Head of Marketing
Vice President Procurement	CEO
Director of Communications	HR Business Partner
Vice President Treasury, Head of Risk	Director of Products, Services and Content
Vice President, Product & Marketing Practice	Head of Network Services
Head of Broadband & Telephony Product Department	Head of Base Management Commercial B2C Department
Vice President Business Customer Engagement	Head of Business Control Finance Department
Managing Director	EVP General Manager

# Testimonials

From the CTAM Europe Programme

“The Executive Education Program is a superb opportunity for anyone interested in investing and developing talent within their organisation. This will be the 5th time we’ve held this hugely successful program, which is offered to Senior Executives from cable, content, telecommunications and media sectors, along with technology suppliers. The program helps attendees enhance their leadership skills and become better leaders. There are superb opportunities to engage and network with industry colleagues within one of the world’s leading and largest graduate business schools.”

**SVP, International Distribution for Digital and New Platforms, AMC Networks International**



“What a fantastic program, well-orchestrated, high quality professors and content. Really, my compliments for putting together this week for us, very very valuable. New insights, confirmation of certain topics & inspiration around leadership.”

**Vice President B2B Customer Engagement,  
Liberty Global**

The INSEAD CTAM Europe programme was an incredible experience. The quality of the professors, the standard of teaching, the interactive group teaching all made it an invaluable experience with insight and learning that can be applied to your working life. I feel, without doubt, a stronger leader as a result of the course. The cohort was also fantastic and the programme offered a wonderful opportunity to learn from other business leaders. It was also a wonderful experience to spend time on the INSEAD campus in the beautiful setting of the forest. The food was excellent and the programme of wine tasting, forest walking and fine dining made the whole week a truly valuable and unforgettable experience. I would not hesitate to recommend this programme to anyone looking to take their business learning to the next level.

**EVP MTV International, Chief Marketing Officer, Viacom UK**

# Testimonials

From the CTAM Europe Programme

“The CTAM Europe EMP is a great experience. An ambitious and carefully tailored program, excellent professors and the outstanding physical framework of INSEAD is a combination second to none. On top of that, the sector specific focus and the intimate group of industry peers guarantees an output which is highly relevant to your actual line of work.”

**CEO, Boxer TV**



“Wow, what a great week at the CTAM INSEAD program! The professors were consistently engaging, thought-provoking and leaders in their fields. The materials were tailored to our industry, so I came away with many ideas for my job and my company. While I already had an MBA, there was no repetition – the courses were all relevant and complementary. It was hard work, but I feel very lucky that I had the opportunity to attend!”

**Vice President, Sand Cherry Associates**

“The Executive Education programme offered an extremely broad curriculum in just one incredible week. I was challenged and inspired in equal measure and embraced the opportunity to engage with professionals from my industry. The group work and class debates illuminated the fast pace of change happening across sectors of the media, and armed us with the right resources to tackle this evolution. The faculty were able to bring complex topics to life; and their expertise offered real world insight into the digital challenges cable and television companies face. I finished the course with concrete examples of how to apply what I’d learnt to my own organisation, valuable insight into the future of the industry and a renewed passion for what I do.”

**Head of On Air, Viasat World Ltd**

# Programme Fees

The CTAM Europe Executive Management Programme fee @10,000 EUR per attendee, including the following:

- Programme fees
- Educational materials
- Daily lunches and Refreshments
- INSEAD organized networking events  
(Welcome evening activities, wine tasting, dinner & closing dinner)

*Accommodation and travel expenses are to paid in addition by the attendees.*

## Date & Location

📍 20th – 25th March 2022.

📅 Fontainebleau, France; INSEAD's Europe campus.

## How To Register

For more information or to register, get in touch:  
[www.ctameurope.com](http://www.ctameurope.com) or email: [info@ctameurope.com](mailto:info@ctameurope.com)



The Business School  
for the World®

With thanks to our 2021 Strategic Partners & Associate Members

