



Executive Management Programme 2023

12 - 17th March 2023



Executive Education. Expand your horizon. Make an Impact.

Covid-19 Curriculum Additions for 2023 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
info@ctameurope.com



Topical additions to Class of '23 Curriculum

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

Amendments and additions to 2023 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.

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

12 - 17th March 2023
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



Covid-19 Shift acceleration: (New for 2023): 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 word 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 12/03			16.45 Campus Tour	17.00 - 19.00 <i>Kick off</i> Annet Aris Joerg Niessing	Welcome Reception
MONDAY 13/03	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 14/03	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	18.30 Wine Tasting
WEDNESDAY 15/03	08.00 - 09.00 Reflection	09.00 - 13.00 <i>Leading Change</i>	Lunch	14.00 - 17.30 <i>Leading Change</i>	
THURSDAY 16/03	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
FRIDAY 17/03	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. (For the full list of Alumni positions, please email info@ctameurope.com)

SVP Affiliate Partnerships

General Secretary

Director 2, XOC

VP, Sourcing Mgmt & Governance (CRM)

Manager Customer Experience

VP, Demand Sales & Strategy

VP, Revenue Operations and Marketplace Strategy

Executive Director, Sales & Revenue Operations

Director Consumer Strategy - New Services

Vice President Entertainment Technology

Director Media Relations

Product Director Platforms

Strategy Manager Products

Vice President Regulation

Head of Legal & Regulatory Affairs

Head of IT & Billing Operations

Head of Content Partnerships

Senior Director - Content

VP B2B

SVP Streaming

Senior Vice President, General Manager, Pluto TV

EVP Audience Analytics

Manager Distribution

VP Senior Director IT Strategy and Innovation

VP Entertainment

EVP Worldwide Distribution

Head of Commercial Management & DTC

Head of EU Affairs & Relations. Government Relations and Policy engagement - EU affairs

Testimonials

From the CTAM Europe Programme

"It was an absolute honor to be a part of one of the best business schools, INSEAD, for the Executive Management Program in co-operation with CTAM Europe with industry leaders and Senior Executives across Connectivity, Entertainment and Content across the globe! A super intensive program with the very best professors in the field of business, transformation, leadership and strategy."

Head of Partnerships and Strategy, Metrological – a Comcast Company



"What an experience! It was amazing to be back to school, to meet so many fantastic people, take a huge breath of inspiration and time for self-reflection, and to think about the massive disruption and transformation our industry is going through. " SVP, General Manager Pluto TV International & Head of Mobile, Paramount

"What a great week at INSEAD with CTAM Europe. I gained new insights for business, leadership and built relationships with some great individuals in the industry across Europe!"

Director, XOC, Comcast

"What a week! Together with a group of amazing people we had an intensive week at the INSEAD campus. By day, a group of professors inspired us and we challenged each other during the break outs and discussions. Followed by superb networking in the evenings."

Senior Strategy Manager, Liberty Global

Testimonials

From the CTAM Europe Programme

"I didn't really know what to expect from going back to school for a week, but the key takeaways were also unexpected! Spending time with an incredible group of diverse people, insightful and inspiring professors and incredible exchanges all week long."

Vice President, Revenue Operations & Marketplace Strategy - International, FreeWheel



"What an amazing experience; especially after 2 years of Covid! Inspiring insights, time for self-reflection but above all solid discussions with great executives from Connectivity, Media and Content industries around the world on the massive transformation our business is facing."

VP Entertainment Telenet

"It was a huge pleasure & a privilege to spend last week alongside some fantastic people at the Executive Education course at INSEAD, organized by CTAM Europe and specifically designed for the media, entertainment & connectivity industries. What an incredible & invigorating few days. I couldn't recommend the experience more highly."

Director, Media Relations, Liberty Global

"What a great opportunity to attend INSEAD & CTAM Europe Executive Management Program! What a privilege it was to peel back the layers of digital disruption alongside some of the most brilliant minds in the industry."

EVP, Audience Analytics @ RSG Media (A Vista Private Equity Company)

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, wine tasting, dinner & closing dinner)

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

Date & Location

📍 12th - 17th March 2023.

📅 Fontainebleau, France; INSEAD's Europe campus.

How To Register

For more information or to register, get in touch:

www.ctameurope.com or email:
info@ctameurope.com



The Business School
for the World®

With thanks to our 2022 Strategic Partners & Associate Members



Sunrise  upc



AMC NETWORKS
INTERNATIONAL

WARNER MEDIA

COMMScope

WUNDERMAN
THOMPSON
Belgium

altman solon

Plume

t4h
techathome

deezer

STRATEGY ANALYTICS
Research, Insights, and Analytics

SHORTSTV