



Industry Association and Executive Education provider

www.ctameurope.com • info@ctameurope.com

About us

CTAM Europe is a non-profit, non-commercial, professional membership organisation. It all started in the US 35 years ago with a vision to advance marketing excellence in the cable industry as well as the mastery of new technologies and strategic learning in connectivity, broadband and other emerging media.

These days, CTAM Europe provides marketing learning, sharing best practices and networking via CTAM Europe and GIGAEurope events, workshops and webinars for the Global connectivity, entertainment, media and telecommunications industry.

We believe that connectivity has the power to transform lives. So we unite leaders in media, entertainment and technology to enrich the world through exciting experiences – from what we watch and how we communicate to the way we live and work.

Currently CTAM Europe has close to 500 members and is growing and is supported by numerous of the industry's leading global corporations.

With a large membership from the programming side, CTAM Europe brings together content executives with platform representatives via its networking events.

The Best Entertainment Marketing 'know-how', exploited and shared – CTAM Europe is the only organisation focused on Marketing Learnings to the Entertainment, Media, Connectivity and Telecommunications Industry.

The aim of our marketing initiatives is to understand and address industry topics in a holistic way and support business growth by learning best in class practices via our workshops, symposiums and CTAM Europe marketing sessions and panels at the annual CTAM Europe Symposium and Networking event.



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Become a Strategic Partner

- ✓ Up to 50 Memberships for your Team
- ✓ Access to up to 500 CTAM Europe Members, and up to 2,500 CTAM US Members; via Member passwords
- ✓ Business opportunities via meeting and working with operators and content providers
- ✓ Network at the highest-level with Industry CEOs, SVPs, VPs and suchlike at various Industry events. Annual Members are offered discounted rates at events around the globe
- ✓ Gain a seat on the CTAME board allowing you into an exclusive club of industry leaders
- ✓ Cost effective access for your team to take part in discussions, gain some industry insights and use resources via complimentary memberships
- ✓ Monthly Industry webinars for all members
- ✓ Invitations to monthly podcasts and webinars via our Partners; CTAM US and GIGAEurope



You'll be in good company

2024 Strategic Partners...



Costs and Benefits of Strategic Partnership



Annual fee (dependent on Partnership level)

Webinars/Events

- Complimentary access to all CTAM Europe branded monthly webinars
- Discounted registration fees for various Industry events
- Logo listed as “Strategic Partner” on CTAM Europe workshops

Logo/Profile visibility

- CTAME portal visibility www.ctameurope.com
- Expose your brand and services - being in exclusive company with respected industry brands, your company logo will be positioned on the CTAME homepage and weekly newsletters
- Company profile sent by e-newsletters to members

CTAME Workshop/Events

- The opportunity to host a webinar once a year (topic subject to the vote/acceptance of CTAM Europe Board members). Webinars are promoted to all existing members of CTAM Europe and 2-3 e-newsletters sent prior to webinar date
- Webinars are uploaded to the Members-only section of www.ctameurope.com

CTAME Executive Management Programme

- One reserved seat at the CTAM Europe Executive Management Programme at INSEAD (Programme costs still apply)

CTAME Board of Directors

- A seat on the CTAM Europe Board of Directors, which provides vast leadership and industry experience.

INSEAD – Executive Education



The programme is offered to Senior Executives in the Connectivity, Entertainment, Content and Technology supplier businesses. This popular and successful Executive Management programme has educated over 270 Industry Leaders since its inception in 2014.

We celebrated the 10th Anniversary of the Programme in 2024.

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 was accelerated by the COVID-19 pandemic, therefore topical additions to the curriculum were added in 2022.

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 organisations 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.



Executive Management Programme 2025



Programme fee: 11,000 EUR

Curriculum Addition for 2025 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 a Global pandemic.

The programme fee includes

(All accommodation and travel expenses are not included and should be paid in addition by the attendees)

- Educational Materials
- Daily lunches and refreshments
- INSEAD organised networking events (Welcome evening activities, wine tasting, dinner and closing dinner)

Date and location

- 2nd - 7th March 2025. Fontainebleau, France; INSEAD's Europe Campus



Download our Programme brochure by [clicking here](#) or to register for the programme or for further details, email: info@ctameurope.com





Expand your horizon. Make an impact.

For more information on becoming a Strategic Partner,
or to register for our annual Executive Management
Programme at INSEAD, contact:

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