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.
- Change Management – are you prepared for this new era?
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.
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 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?
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>SUNDAY 12/03</td>
<td>16.45</td>
<td>Kick off</td>
<td>Annet Aris, Joerg Niessing</td>
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<tr>
<td>MONDAY 13/03</td>
<td>08.30</td>
<td>Introduction</td>
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<td></td>
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<td>New rules of game in the digital world</td>
<td>Annet Aris</td>
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<td>Group Photo &amp; Lunch</td>
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<td></td>
<td>13.30</td>
<td>Digital transformation of the Connectivity &amp; Content industry</td>
<td>Annet Aris</td>
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<td>TUESDAY 14/03</td>
<td>08.00</td>
<td>Reflection</td>
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<tr>
<td></td>
<td>09.00</td>
<td>Value creation &amp; capital markets</td>
<td>Massimo Mara</td>
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<td>14.00</td>
<td>Lunch</td>
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<td>18.30</td>
<td>Wine Tasting</td>
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<td>WEDNESDAY 15/03</td>
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<td>Reflection</td>
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<td>09.00</td>
<td>Leading Change</td>
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<td>Lunch</td>
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<td>Lunch</td>
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<td>THURSDAY 16/03</td>
<td>08.00</td>
<td>Reflection</td>
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<td></td>
<td>09.00</td>
<td>Uberization: Digital Disruption, Changing Consumer Behaviour &amp; New Rules of Completion</td>
<td>Joerg Niessing</td>
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<td>14.00</td>
<td>Lunch</td>
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<td></td>
<td>18.30</td>
<td>Closing Dinner</td>
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<td>FRIDAY 17/03</td>
<td>08.00</td>
<td>Reflection</td>
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<td>09.00</td>
<td>Culture Beats Strategy: Getting the Right Enablers in Place for a Successful Digital Transformation</td>
<td>Joerg Niessing</td>
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<tr>
<td></td>
<td>14.00</td>
<td>Lunch</td>
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Please note: Curriculum and Faculty Members are subject to alteration and change prior to the programme dates.
Participating Companies
In the past 8 years

Examples of Past Participants Positions by Functional Background. (For the full list of Alumni positions, please email info@ctameurope.com)

Past Participants

**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 is 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

With thanks to our 2022 Strategic Partners & Associate Members