



# Executive Management Programme 2024

INSEAD, Fontainebleau, France,  
10 - 15 March 2024

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

An annual Executive Management programme co-developed by CTAM Europe and INSEAD.

A world-class five-day management development experience for high-potential Media, Connectivity and Entertainment Executives in an Elite Business school environment.

Equipping employees with advanced management skills will enhance their ability to lead teams, make informed decisions, and drive results. This will ultimately lead to improved efficiency and effectiveness across the organisation.

Implementing an Executive Management programme to fast track your employees is a strategic investment in your organisation's future. It will not only address your current talent gaps but also cultivate a pipeline of strong leaders who can drive your organisation forward.



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

[www.ctameurope.com](http://www.ctameurope.com) • [info@ctameurope.com](mailto:info@ctameurope.com)

**These world leading Media and Tech organisations have all benefited from attending the CTAM Europe Executive Management programme at INSEAD:**

AMC Networks International, Comcast, CommScope, Disney, Liberty Global, Melita, Paramount, Sony, Tele2, TV2, United Media, Vodafone, Warner Bros. Discovery have attended over the past 7 years.

Think of all the Knowledge and shared best practices you could tap into!

[www.ctameurope.com](http://www.ctameurope.com) • [info@ctameurope.com](mailto:info@ctameurope.com)

Sunday 10.03.24			<b>16.45</b> Campus Tour	<b>17.00 - 19.00</b> Kickoff  <i>Annet Aris</i>	Welcome Reception
Monday 11.03.24	<b>08.30</b> Introduction	<b>09.00 - 12.00</b> New rules of game in the digital world  <i>Annet Aris</i>	Group Photo and Networking Lunch	<b>13.30 - 17.30</b> Transformation of the Connectivity & Content industry  <i>Annet Aris</i>	
Tuesday 12.03.24	<b>08.00 - 09.00</b> Reflection	<b>09.00 - 13.00</b> Value creation & capital markets  <i>Massimo Massa</i>	Networking Lunch	<b>09.00 - 13.00</b> Value creation & capital markets  <i>Massimo Massa</i>	<b>18.30</b> Wine Tasting
Wednesday 13.03.24	<b>08.00 - 09.00</b> Reflection	<b>09.00 - 13.00</b> Leading change  <i>Derek Deasy</i>	Networking Lunch	<b>14.00 - 17.30</b> Leading change  <i>Derek Deasy</i>	
Thursday 14.03.24	<b>08.00 - 09.00</b> Reflection	<b>09.00 - 13.00</b> Uberization: Digital Disruption, Changing Consumer Behaviour & New Rules of Completion  <i>Joerg Niessing</i>	Networking Lunch	<b>14.00 - 17.30</b> Leading the digital transformation of the customer experience  <i>Joerg Niessing</i>	Closing Dinner
Friday 15.03.24	<b>08.00 - 09.00</b> Reflection	<b>09.00 - 13.00</b> Culture Beats Strategy: Getting the Right Enablers in Place for a Successful Digital Transformation  <i>Joerg Niessing</i>	Networking Lunch	<b>14.00 - 17.00</b> Developing an Action Plan  <i>Annet Aris</i>	

With thanks to our 2023 Strategic Partners & Associate Members

