<table>
<thead>
<tr>
<th>WHAT YOU WILL LEARN</th>
<th>KEY BENEFITS</th>
<th>WHO SHOULD ATTEND</th>
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| Discover how to develop, manage, or engage with digital platforms to create sustainable value. Explore the unique dynamics of platform businesses and markets, gaining strategic insights to help you effectively compete in the digital world. | • Develop strategies for gaining a competitive advantage through digital platforms  
• Troubleshoot problems that come with creating, overseeing, or interacting with a platform  
• Explore governance issues, regulatory constraints, and social and ethical responsibilities  
• Respond to competitors quickly and effectively  
• Maximize the value of digital platforms for your business  
• Survey different options for responding to platform competitors | • C-level or senior leaders involved in strategic planning, developing new businesses, or overseeing specific platforms  
• Entrepreneurs and startup founders of platform businesses  
• Board members interested in exploring or understanding platform businesses |
| Take advantage of the strategic potential of today’s explosion in data. Prepare to build essential data collection and analysis capabilities that help your company create and capture more value, improve operational efficiency, and seize new market opportunities. | • Gain critical insight into foundational concepts in data analysis  
• Draw on big data to inform your organization’s long-term strategies  
• Use experimentation and predictive analysis to improve your business  
• Recruit and develop data-savvy talent  
• Integrate algorithms and data analytics teams into processes and functions  
• Develop breakthrough business models based on data | • Senior managers wanting to refine skills in strategic data management and fact-based decision-making  
• Digital officers, technology officers, and individuals building and launching data science teams  
• Senior managers in diverse strategy-related functions |
| Explore the latest digital technologies, gaining a deeper understanding of changing consumer behavior and media habits. Apply these insights to reassess and revitalize your business, build powerful new platforms, and manage ecosystems that attract and retain customers. | • Make digital transformation a key part of your organization’s strategy  
• Choose an organizational structure that spurs innovation and entrepreneurship  
• Build a more flexible organization that aligns with strategic goals  
• Understand the impact of various technologies, such as 3D printing and digital manufacturing, on your operations  
• Manage channel conflict and design omnichannel strategies  
• Engage customers through digital, social, and mobile marketing | • Senior executives who are responsible for shaping overall corporate strategy and driving digital strategy  
• Directors, vice presidents, and senior managers who are responsible for formulating and driving digital strategy |
| Analyze how technological and demographic trends are affecting work, the global workforce—and your business. Make the right moves today to develop and sustain the modern, agile workforce your organization needs to achieve strategic objectives and build competitive advantage. | • Learn how to leverage new technologies such as automation and artificial intelligence  
• Manage the complex relationships among technological change, job design, skill development, and organization structure  
• Utilize permanent and contingent workforces, partnerships, collaboration, training, and other means to acquire the skills you need at all levels  
• Build and sustain your organization’s talent base  
• Accommodate the changing needs of workers | • Senior leaders in diverse roles concerned with business strategy and human capital strategy for established companies with large talent pools doing business in developed economies  
• Policy leaders focused on workforce development |
| Examine innovations that are revolutionizing the finance industry—including blockchain, machine learning, big data, and artificial intelligence. Discover how to overcome adoption barriers, quickly scale your business, and manage disruptive threats posed by agile, data-driven competitors. | • Harness disruptive technologies to strengthen your market position  
• Distinguish between innovations that offer sustainable value versus fleeting benefits  
• Develop smart strategies for addressing disruptive threats  
• Weave new technologies into existing systems and processes  
• Recognize the potential of new technologies to transform industries outside of finance  
• Identify opportunities and methods to innovate from within | • Executives with relevant experience in a bank, asset management firm, credit card company, financial services firm, or related industry  
• Entrepreneurs whose startups aim to disrupt key areas of financial markets |