



The voice of corporate governance
in Luxembourg

“Introduction to Digital Business for Directors”

*“What is digital, and what does it mean for your
business?”*

20 June 2018

“Introduction to Digital Business for Directors”

Course outline

The purpose of this specific training is to provide directors with an introduction to how digital technologies (commonly referred to as Industry 4.0 or with industry specific references such as FinTech, RegTech, HealthTech, EdTech, etc.) affect the business model and strategies of a company, to enable them to contribute more effectively to boardroom discussion, and to give guidance for further learning, both self-guided and through further ILA Digital Director courses.

Course highlights

The main features of the program are:

1. **Introduction to the “Digital Director”**
2. **Digital Business**
 - Five ways Digital Transforms Business Models
 - Case study - the Automotive business
 - Culture, Risk and Regulation
3. **Digital Trends**
 - Top Trends from industrial and financial sectors and examples of their applications
4. **Discussion/Wrap-up**
 - Discussion/exchange of experiences and inventory of Directors’ needs
 - Q&A
 - Going further

Benefits of the program

This program will enable participants to:

- Understand the impact of digital on business models
- Start from a position of confidence in discussing digital business in the boardroom
- Be familiar with the key trends in digital innovation facing business today

Target audience

This course is dedicated to executive or non-executive directors and professionals looking to get comfortable with the impact of digital on their businesses. It is also dedicated to managers, senior managers or executives who wish to learn more about digital business.

Our expert



Richard RUSSELL

Richard is an independent consultant specializing in Digital Innovation and Product Management. He has 20 years of digital experience, starting out as a software developer, and including senior roles at Deutsche Bank, Google and Amazon, as well as a founder of a mobile loyalty startup, and as Chief Product Officer of an AIM-listed mobile retail startup. He now helps companies innovate, execute and scale with digital technologies, and runs a consulting company, Russell and Company SARL.

Program

8:30	<i>Registration and welcome coffee</i>
8:45	Part 1 – Introduction to the “Digital Director”
9:00	<p>Part 2 - Digital Business</p> <ol style="list-style-type: none"> 1. What is Digital and why does it disrupt? 2. Five ways Digital transforms Business Models: <ul style="list-style-type: none"> ▪ Introduction to the Business Model Canvas ▪ Customers ▪ Competition ▪ Data ▪ Innovation ▪ Value 3. Case study - the Automotive business <ul style="list-style-type: none"> ▪ Incumbents: Manufacturers, Taxi firms ▪ Disruptors: Tesla and Uber ▪ Future: Self-driving cars 4. Digital and Culture 5. Digital Risk and Regulation
10.30	<i>Coffee break</i>
10:45	<p>Part 3 – Digital Trends Five Digital Trends from industrial and financial sectors and examples of their applications</p> <ol style="list-style-type: none"> 1. Introduction: trends set the future, but their own future is not guaranteed 2. Blockchain: the power that will change everything or myth that will fall into oblivion 3. IoT: everything is connected 4. Big Data: I want to know everything 5. Artificial Intelligence & deep learning 6. Wearables
12.15	<p>Part 4 – Discussion/Wrap-up</p> <ul style="list-style-type: none"> ▪ Discussion/exchange of experiences and inventory of Directors’ needs ▪ Q&A ▪ Going further
13.00	<i>Buffet lunch</i>

Practical Information

DATE AND TIME

Wednesday 20 June 2018

From 8:30 to 13:00, followed by networking lunch

VENUE

C3 Competence Center

16 bvd d'Avranches

L-1160 Luxembourg

No parking facilities being available in the building, we recommend that participants use public transport or park at public parking Rocade, Saint-Esprit, Nobilis, Gare, Kons at their own expense.

REGISTRATION FEES

- 300.00 € for ILA members (+ VAT 3%)
- 380.00 € for non-members (+ VAT 3%).

The fee covers tuition, handouts, coffee break and lunch.

ILA is authorized as a provider of continuing vocational training by the Ministry of Education (agreement dated 11 October 2011). Fees are eligible for State co-financing.

LANGUAGE

The course is conducted in English.

REGISTRATION

Registration available online via www.ila.lu. A confirmation email will be sent to the participant together with the invoice.

PAYMENT

Payment of the invoice is due upon receipt.

CANCELLATION POLICY

Any cancellation should be communicated in writing to v.vansaen@ila.lu.

In case of cancellation received less than 5 working days prior to the event, 100% fee remains due.

Substitution of one participant by another is possible. It should be done in writing at least 2 working days prior to the event.

CERTIFICATE OF PARTICIPATION

A certificate of participation will be provided to participants who have fully attended the course.

CPD INFORMATION

CPD Program for ILA Certified Directors accredited: 4 hours

CONFIDENTIALITY AGREEMENT

All ILA courses are conducted under the Chatham House Rules (confidentiality of discussions). Trainers & participants must respect the confidential nature of discussions that take place during the sessions.

ILA reserves the rights to use photographs that may be taken during the event for its communication, and to publish them on its website/social networks and/or promotional material.