

INNOVATION FORUM

Digital Business and Strategy Bootcamp

“When **Digital** meets **Strategy**”
Re-imagine tomorrow’s business

October 28-30, 2016
The Royal Senchi Resort,
Akosombo, Ghana

Speakers:

Prof. Roberto Quaglia
(Lead Speaker)
Professor of Strategy and
Entrepreneurship, CEIBS
Zurich Campus

Solomon K. Adiyah
Enterprise Architect
CEO, eSolutions LLC

Michael K. Amankwa
Technology
Entrepreneur
CEO, Corenett LLC

Jeffrey Osei-Hwedieh
Business & Technology
Transformation Architect,
Financial Services

Why Attend:

Managing transition to a digitally driven business model is critical to your organization’s survival. The Digital Strategy and Innovation Boot Camp developed jointly by **CEIBS** and **Innovation Institute Africa**, will host a select audience of CEOs, CIO, CMOs, General Managers and other senior executives to discuss and learn the impact of digitization on global business strategies from renowned subject matter thought leaders and industry experts. This begins a series of interactive, thought provoking seminars/workshops, of real world examples and technology innovations.

- The seminar will unpack the clear and present impact of “digital” on strategic, tactical and operational dimensions of business;
 - ✓ Omni channel Strategy - 360° Marketing
 - ✓ Digital Customer Experience (DCX) – The New Normal
 - ✓ Data-based Decision Making – Business @ the Speed of Thought
 - ✓ E-Commerce vrs. M-Commerce – The Economic Essentials of Digital
 - ✓ Communication and Collaboration – The Imperative Digital Citizenship
- Delve into current and future trends in business as it assumes increasingly Digital attributes; to explore best-practice approaches to a **Digital Transformation Journey**.
- Cover key elements of digital technologies to proactively influence strategy and policy and **re-imagine** your organization into the future.
- Be a part of a valuable networking opportunity and also, join a cohort of continuing education and consulting platform for relevant in-depth product and solution insights throughout the year.

Venue:

The Royal Senchi Resort has been home to high-profile events and everyday bon-vivants. Situated in the best waterfront location imaginable, the hotel overlooks the picturesque and renowned Volta Lake and the Afram Plains and situated at the footings of the Akosombo Hydro Electric Dam and township.



Register your interest today in the **Digital Business and Strategy Bootcamp**