HW DUE	M None.	T Read the case, Answer Q's tbd.	W Read the case, Answer Q's tbd.	TH Read the case, Answer Q's tbd.	F Read the case, Answer Q's tbd.
8:00 - 8:50	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
9:00 - 12:30	INTRODUCTIONS WHY DO DIGITAL TRANSFORMATIONS FAIL? GUEST: TBD	DESIGN/UX AS A COMPETITIVE ADVANTAGE CASE: ZOOM THE HOOKED MODEL	DATA AS DISRUPTION CASE: STITCH FIX CASE: THE YES	RECOMMENDATION ENGINES // VIRALITY // INFLUENCERS CASE: CUSTOMER SOCIAL LIFETIME VALUE SELF-CASE STUDY: YOUTUBE	CASE: BLOCKCHAIN IN FRANCE FUTUREPROOFING EARLY LUNCH
12:30- 1:30	LUNCH	● ➔			FREE AFTERNOON & EVENING IN THE CITY
1:30 - 3:30 +	GUEST SPEAKER AND/OR COMPANY VISIT TBD	GUEST SPEAKER AND/OR COMPANY VISIT TBD	GUEST SPEAKER AND/OR COMPANY VISIT TBD	NETWORKING EVENT	

NOTE: CASES MAY CHANGE // SCHEDULE SUBJECT TO REVISION BASED ON SPEAKERS / COMPANY AVAILABILITY

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GLOBAL NETWORK FOR ADVANCED MANAGEMENT