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GLOBAL NETWORK FOR
ADVANCED MANAGEMENT

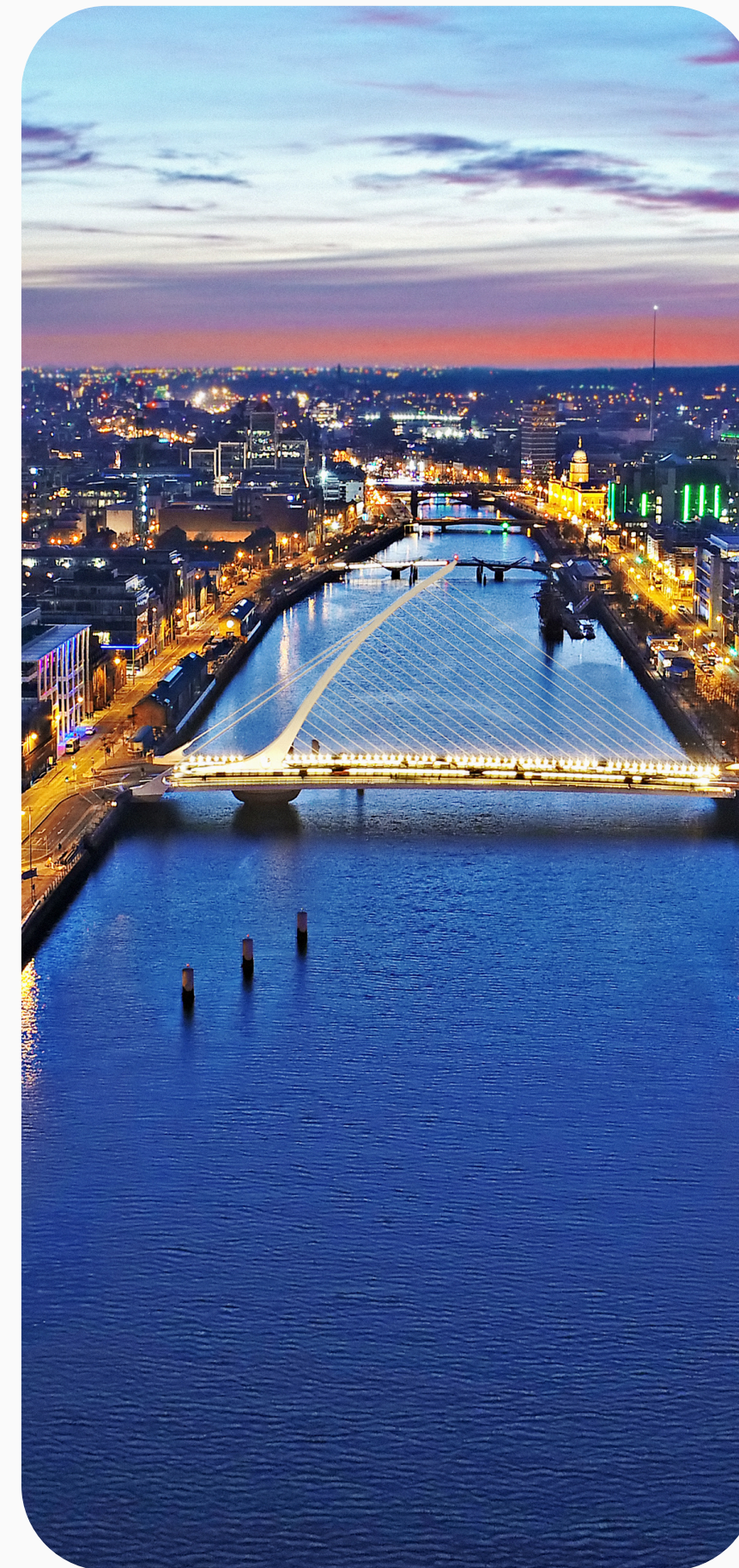


Digital Transformation

October 19-23, 2026

A one-week intensive of networking, expert speakers, and company visits in the tech heart of Europe.

Dublin, Ireland





Dr. Julie Schiro

Julie Schiro is a multi-award-winning UCD professor who teaches and consults in the digital space. She has used generative AI to build custom business simulations and is currently developing an 8-bit marketing video game using Replit. She refuses to forsake the em dash.



The course in brief.

Most digital transformations fail. This course, led by multi-award-winning UCD professor Dr. Julie Schiro, is about helping you beat the odds: first by understanding why transformations go wrong, then by building the technical fluency, data governance skills, and hands-on experience that underpin successful ones.

Last year we visited Google, Pinterest, and HubSpot to hear how they are navigating digital transformation at scale. This year we'll do the same, leveraging our location in the tech heart of Europe to go inside some of the world's biggest companies and learn from the people leading change there.

In the classroom, we mix hands-on workshops and challenges with lectures and case studies. And outside it, Dublin does the rest: a welcome dinner, a literary pub crawl, and plenty of time for networking and exploring.

The Itinerary.



	Mon, Oct 19	Tues, Oct 20	Wed, Oct 21	Thurs, Oct 22	Fri, Oct 23
8:30 → 9:30	Breakfast	Breakfast	Breakfast		Breakfast
9:30 → 11:00	The Modern Digital and AI Tech Stack	Workshop: Mapping Digital Maturity	Challenge: Driving a Data Transformation	Late Breakfast, 9:30 - 10:30	Building Your Transformation Roadmap
11:00 → 11:15	– Coffee & Snack break –			Workshop: Building High-Impact Tools & Workflows	– Coffee & Snack break –
11:15 → 12:30	Transformation Failure Points (GE Case)	"Employee sourcing" and AI Adoption Across the Enterprise	Data Governance and AI		Industry Speaker
12:30 → 13:30	– Lunch –				
13:30 → 3:00	Industry Speaker	Company Visit & Speakers	Company Visit & Speakers	Agentic AI and the Future of Business Processes	Company Visit & Speakers
3:00 → 4:30					
Evening	Dinner at Johnny Foxes Pub, 18:30		Dublin Literary Pub Crawl, 19:30		

Please note: Tentative schedule. Topics and dates/speakers/visits subject to change.



Ireland is home to 16 of the world's top 20 tech companies, many of which base their European headquarters in Dublin.

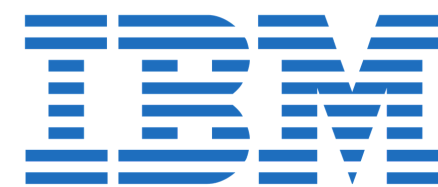
The company visits.



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Company visits are a core part of the programme, bridging what we teach in the classroom with what's happening on the ground. Through our connections in the tech heart of Europe, we've taken students inside some of the world's biggest companies. Past visits include:



and more...

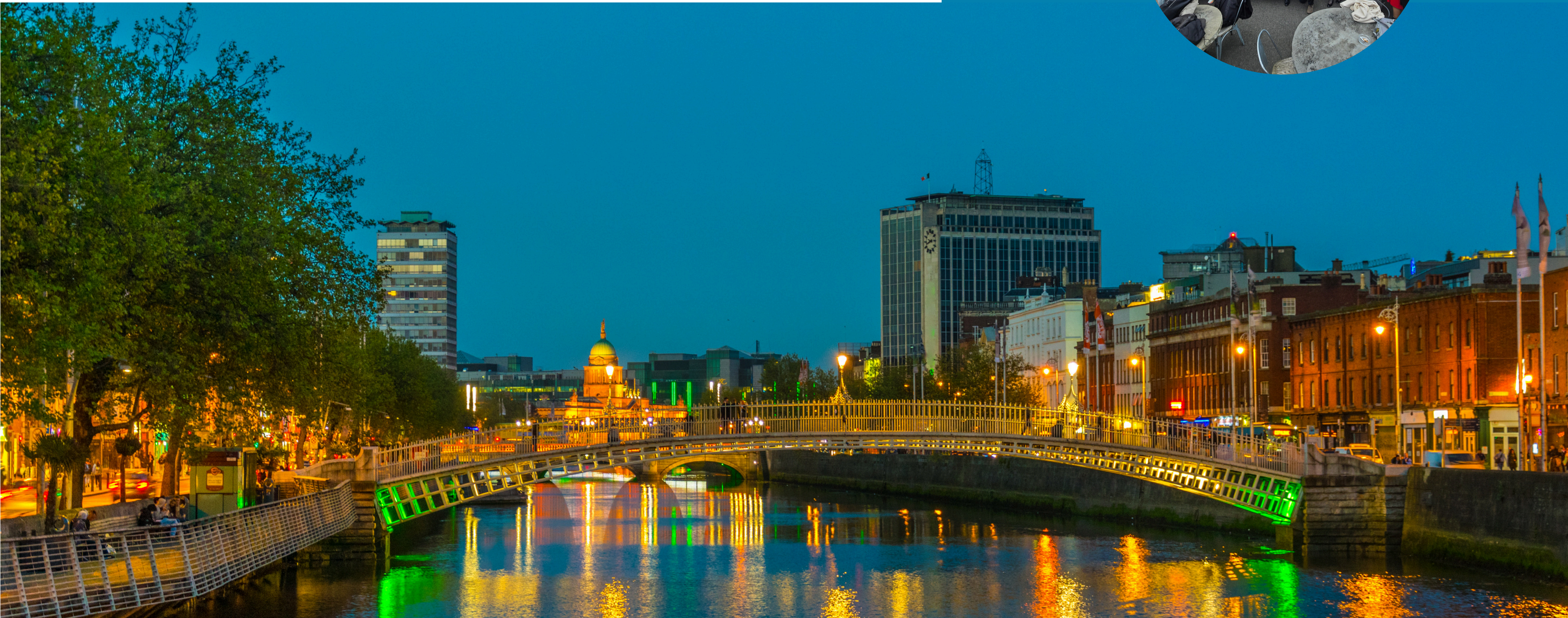
The Socials.

We love Dublin and can't wait to show you around, from a traditional Irish pub nestled in the foothills of the Wicklow Mountains to a live theatre performance tracing the literary history of Ireland, pub by pub. You'll also have free time to explore the city.



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Hope to see you in Dublin!

October 19-23, 2026



Questions?

Please email Programme
Manager Fiona Duffy at
fiona.duffy@ucd.ie

