

Informa Connect

Academy



Future Technologies Bootcamp



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In partnership with

CXO
TRANSFORM

Course Information

Course Overview

This action-packed 4-day Future Technologies Bootcamp will propel you to the forefront of digital business innovation. Demystify cutting-edge tech like AI, cloud computing, and robotics, and witness their transformative power on businesses. Unleash your inner trailblazer through interactive sessions, workshops, and an exclusive optional field visit to a leading tech company. Don't just keep up with the future, be the one shaping it. Co-create the future of business with us! Let's make it fun, informative, and unforgettable.

Key Learning Outcomes

- Grasp the core concepts of business innovation, differentiating between business model innovation and product & process innovation
- Develop a comprehensive understanding of the transformative capabilities of mobile technology, cloud computing, and the Internet of Things (IoT)
- Delve deeper into the intricacies of robotics, blockchain, augmented & virtual reality, gaining a nuanced understanding of their true potential
- Translate theoretical knowledge into practical insights through a field visit, observing firsthand how leading-edge companies implement and innovate with the discussed technologies
- Understand the essential components of fostering a culture of innovation within organisations, emphasising leadership roles, collaboration, and the importance of a growth mindset
- Equip yourself with the tools and strategies to effectively drive these technologies into existing business models for sustained growth and innovation.

Education Partner



CXO Transform is an online education platform designed to better equip transformation managers and leaders throughout the world. It enables them to have their transformation expertise verified and position themselves as experts in their field – and it improves their ability to orchestrate successful digital business transformation for medium to large organisations.



Course Information

Benefits of Attending

- Gain a comprehensive understanding of cutting-edge technologies reshaping businesses
- Connect with industry experts and like-minded innovators
- Learn strategies to foster a robust innovation culture within organisations
- Equip yourself to anticipate and adapt to emerging technological trends
- Acquire tools to implement and leverage technology for business growth
- Engage in real-world applications through a unique field visit

Who Should Attend

This course is ideal for business-oriented leaders such as managers, executives, consultants, and business owners looking to innovate within their organisations through digital transformation using technologies of the future.

Learning Style

A mix of virtual and in-person delivery mode that includes the option of attending workshops face-to-face or enjoying the benefits of a fun virtual class.



You are required to bring your laptop all throughout the session.

Course Requirements and Certificates

You must meet two criteria to be eligible for an Informa Connect Academy Certificate of Completion:

- **Satisfactory attendance** – You must attend all sessions of the course. If you miss more than two hours of the course you will not be eligible to receive the Certificate
- **Successful completion of the course assessment** – Assessment will be ongoing based on your in-class participation

If you do not meet these criteria, you will receive an Informa Connect Academy Certificate of Attendance. If you have not attended all of the course, the Certificate will clearly state the number of hours you attended.

What's Included



Key Takeaway for In-person Attendees:
A personally signed copy by the author

Meet your Course Director

Frederik Haentjens

Frederik Haentjens is a digital innovation & organisational transformation consultant across various companies. With over 20 years of specialist expertise, he has honed his skills in disruptive innovation, Organisational Design & Development (ODD), organisational agility, workforce planning, people analytics, and digital transformation.

He serves as the CEO and Lead Organisational Designer at Get Design Thinking, where he and his dedicated team have successfully crafted and conducted workshops and courses where they have had the privilege of imparting knowledge and skills to a wide range of participants, totaling over 300-400 individuals.

Additionally, as the COO at TankSkill, he specialises in delivering talent and operation consultancy services tailored to the oil and energy industry. Collaborating with his exceptional team, they have achieved significant milestones, including developing the OOTBox.app. This groundbreaking application has revolutionised the creation and delivery of online courses, strongly emphasising empowering talent through digital learning in the oil and energy sector.

He also helps organisations across Middle East, Africa and Asia in the public and private sectors to achieve their business challenges. In partnership with Informa Middle East, he has conducted Innovation courses for STC Saudi, ADNOC Abu Dhabi, TAWAL, ROSHN, EMAAR, SAR, and Etisalat.

He held a bachelor's degree in Sociology from Ghent & Amsterdam University and multiple qualifications in Organisational Design & Management Consulting. He is proud to have authored books on Organisational Agility and Remote Working. Currently, he serves as the lead tutor for CIPD on AODD (Diploma OD) and holds the position of Senior Associate & Trainer at Informa.

During 2018-19, he served as the Regional Subject Matter Expert (SME) in Organisational Design (OD) for WTW. Furthermore, in 2020-21, he facilitated over 50 courses on design thinking, user experience, and digital transformation.



Course Outline

Day One

Module 1: The Innovation Landscape

- The Evolution of Business Innovation
- Business Model Innovation vs. Product & Process Innovation
- The Importance of Business Model Innovation in the Digital Age
- Challenges in Implementing Business Model Innovation
- Case Study: A Company that Successfully Implemented Business Model Innovation

Module 2: Business Model Innovation Process

- Identifying Opportunities for Innovation
- Designing Innovative Business Models
- Testing and Iterating Business Models
- Scaling and Implementing Business Models
- Monitoring and Adapting to Market Changes

Module 3: Artificial Intelligence in Business

- Introduction to AI and its Business Implications
- AI-driven Business Model Innovations
- Digital Use Cases: AI in Various Industries
- Case Studies: Companies Innovating with AI
- Challenges and Ethical Considerations in AI Implementation

Day Two

Module 1: Mobile Technology for Business Innovation

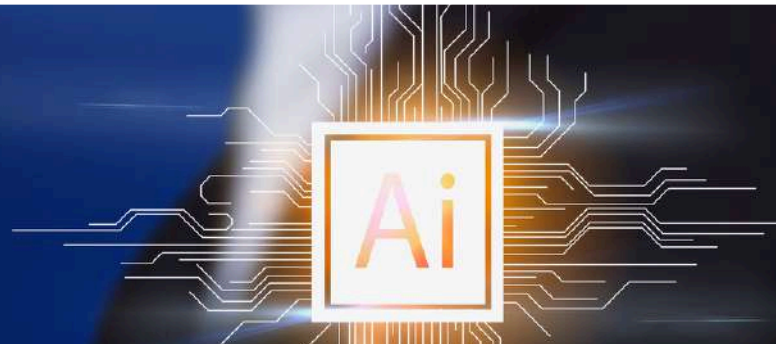
- The Rise of Mobile Technology
- Mobile-First Business Models
- Digital Use Cases: Mobile in Retail, Finance, and More
- Case Studies: Companies Leveraging Mobile Tech
- Mobile Security and Privacy Concerns

Module 2: Cloud Computing in Modern Business

- Basics of Cloud Computing and its Business Benefits
- Cloud-Driven Business Model Innovations
- Digital Use Cases: Cloud in Supply Chain, CRM, and More
- Case Studies: Companies Migrating to the Cloud
- Cloud Cost Management and Optimisation

Module 3: Internet of Things (IoT) and Business

- Understanding IoT and its Business Potential
- IoT-Driven Business Model Innovations
- Digital Use Cases: IoT in Manufacturing, Healthcare, and More
- Case Studies: Companies Innovating with IoT
- Security and Integration Challenges in IoT



Course Outline

Day Three

Module 1: Robotics in the Business World

- Introduction to Robotics and Automation
- Robotics-Driven Business Model Innovations
- Digital Use Cases: Robotics in Warehousing, Production, and More
- Case Studies: Companies Implementing Robotics
- Ethical and Employment Implications of Robotics

Module 2: Blockchain Beyond Cryptocurrency

- Basics of Blockchain Technology
- Blockchain-Driven Business Model Innovations
- Digital Use Cases: Blockchain in Supply Chain, Finance, and More
- Case Studies: Companies Innovating with Blockchain
- Overcoming Blockchain Implementation Challenges

Module 3: Augmented & Virtual Reality in Business

- Understanding AR & VR and their Business Applications
- AR & VR-Driven Business Model Innovations
- Digital Use Cases: AR & VR in Retail, Training, and More
- Case Studies: Companies Using AR & VR for Business
- Technical and User Experience Challenges in AR & VR

Day Four

Module 1: Implementation Strategies for New Technologies

- Assessing Organisational Readiness
- Building Cross-Functional Teams for Implementation
- Piloting and Iterating New Solutions
- Scaling and Integrating Technological Solutions
- Monitoring and Continuous Improvement

Module 2: Cultivating a Culture of Innovation

- The Role of Leadership in Innovation
- Encouraging a Growth Mindset Among Employees
- Rewarding Innovation and Accepting Failure
- Collaborative and Open Innovation Approaches
- Case Study: A Company with a Strong Innovation Culture

Module 3: Conclusion and Future-Preparedness

- The Continuous Evolution of Technology and Business
- Anticipating and Adapting to Future Technological Trends
- Building Resilient and Adaptable Business Models
- Investing in Continuous Learning and Skill Development
- Final Thoughts: Staying Ahead in the Age of Rapid Innovation



Future Technologies Bootcamp

APPLY
NOW

Attend In-Person	Attend Live Digital
US\$ 5,445	US\$ 3,025

Pricing excludes 5% VAT, charged where applicable.

To Register Click Here

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ABOUT INFORMA CONNECT ACADEMY

Informa Connect
Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.

Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at www.informaconnect.com/terms-of-use. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit www.informaconnect.com/terms-of-use. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com

TECHNOLOGY

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Informa Connect Academy

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