

# Digital Disruption



World-Class instructors will train and certify you in the core principles of Digital Strategy and help you drive value for your organization via Digital Disruption

Every day, new digital tools, channels and media are introduced for businesses to attract, engage, monetize, serve and understand customers. These tools can totally disrupt an industry and make or break a company. Those companies that learn to operate facilely in the world of constant digital disruption will be the winners of tomorrow and have leading-edge capabilities to attract and serve their customers. In this workshop, we focus on the strategy, approaches and tactics to be a breakthrough innovator in the new world of digital marketing, delivery and analysis.

## WORKSHOP OBJECTIVES

This 2-day workshop introduces participants to the essentials of digital strategy, marketing and use of digital approaches to acquire customers, serve them and operate more efficiently. Through a dynamic mix of lectures and engaging, hands-on activities, you will learn:

- What is digital transformation and why does it matter?
- How to formulate digital strategy
- Examples of disruptive and inspirational case studies
- Essentials of content creation
- Creating key channels for digital engagement
- Key analytics and organizing around digital implementation
- What are the qualities of a digital leader (S.O.L.V.E framework)
- A preview of what is to come as the next wave of digital transformation

## KEY BENEFITS:

Through this workshop you will:

- Understand the power of digital strategy
- Become versed in key concepts
- Not be overwhelmed by the various buzzwords, tools and platforms
- Be able to share teachable techniques with your organization

## WHO SHOULD ATTEND:

This workshop is ideal for anyone who seeks to understand better and lead digital initiatives within their organization. No prior digital experience required.

Ideal participants are experienced professionals who:

- 1) Have an appreciation for the power of digital, social, mobile tools in society and for business
- 2) Feel their company has potential to improve its offerings and profitability via the use of digital tools
- 3) Are open-minded learners
- 4) Are new to digital platforms and marketing
- 5) There are no degree or functional requirements. Participants who deal with customers are most likely to benefit: marketing, customer service, analytics, communications or customer operations.

## YOUR INSTRUCTOR:

- Highly experienced in over 20 countries
- Speaker for TEDx, CES, SXSW, Wharton
- Senior Executive Global Branding Agency
- Georgetown Professor
- Founder of Non-Obvious Company
- Author of Wall Street Journal and Amazon best sellers on business and innovation

### DATE & TIME

13-14 November 2016  
8:30am-2:30pm

### LOCATION

Millennium Hotel & Convention Centre, Kuwait

### REGISTRATION

Register your team today, as workshops sell out quickly:  
<http://oe.kfas.org/kw/>

### CONTACT INFORMATION

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