



# INTERNATIONAL SEMINAR DIGITAL TRANSFORMATION

The Future of Business  
is thought at Harvard

THE **ISDT** IS AN EXCLUSIVE EXPERIENCE DESIGNED TO INSPIRE DIGITAL LEADERS AND PREPARE YOU FOR **THE REAL CHALLENGES OF THE BUSINESS FUTURE.**



1 week



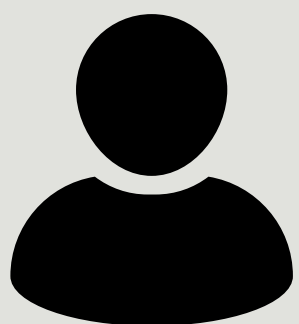
English



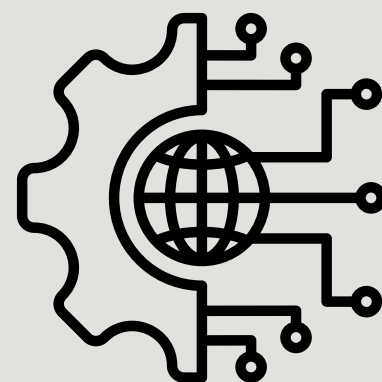
RCCHU Harvard

## DESCRIPTION OF THE PROGRAM:

The ISDT is a one week-long inspirational seminar **with leading experts and speakers from RCCHU Harvard, MIT and NYU**. More than 300 students have lived this seminar experience during the last eight years. Completing the ISDT will give you an understanding of **new methodologies for generating business innovation and for creating a change in the traditional mindset.**



**Average age & Work Experience:**  
The mix of ages and experiences has proven to be an enriching factor for succes.



### **Discover and analyze:**

The latest trends in digital transformation, crowd, social, product, internet & society and machine learning



### **Not only giving answers, but provoking questions.**

Do you want to explore new opportunities in the future of digital business?

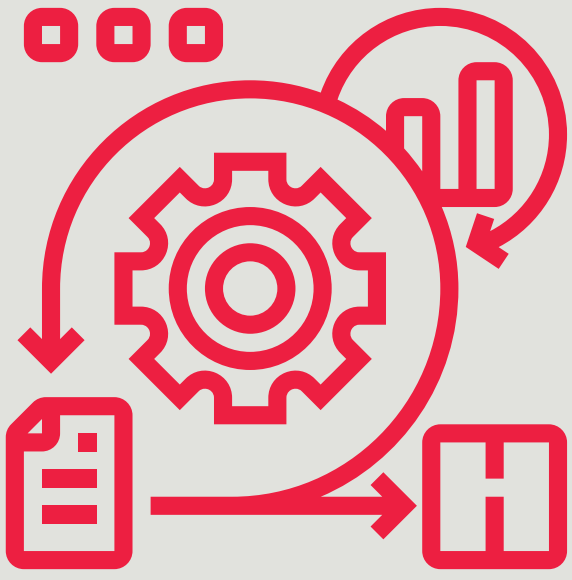


**Get inspired:** learn about digital business in a unique and innovative environment

⟨ESTO ES ISDI⟩



## ISDI Harvard Key Facts:



You will be able to integrate the challenges of the current digital context with the need for **organizational transformation, formulating a model of innovation** that constitutes an ongoing insight analysis.

Learn all about digital business in a unique and inspiring environment.

- **One week in-person** ( Face to Face )
- **Cambridge, Massachusetts** (RCC-Harvard)
- **40 hours** of classroom training
- Taught 100% in **English**
- **Local visits** to important institutions
- Workshops
- Case studies
- **Digital experts** from world wide leader Universities & Institutions

“I’ve been working in digital for the last 10 years and this seminar has really helped me to think from a totally different perspective”

Eva Rodríguez Labella  
Digital Business & Marketing Advisor



“I really appreciated the out-of-the-box case studies an insights I got from Harvard experts”

Álvaro Romero García  
Experience Strategy & Design | Digital Business at Accenture Interactive

“Visiting the Harvard Campus and the MIT has been a unique opportunity to get in touch with how our future will be”

Juanjo Sáez-Torres  
Managing Director at Affinity



“The future is already here, I think it’s a fantastic opportunity to get the better awareness of the digital transformation”

Tolga Öncü  
Retail Operations Manager - at Ingka Group - IKEA

⟨ESTO ES ISDI⟩

# PROGRAM OVERVIEW:

You will learn about the latest methodologies for generate innovation in business and the new global trends in **digital business and the professional world**. A week-long immersion with the American style of teaching that will give you a much broader vision of the digital era and environment. The methodology is based on **lectures supported by audiovisual presentations, class discussions and readings**.

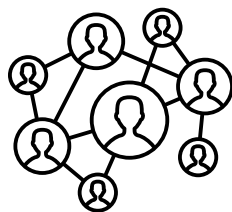
<b>MONDAY: MEDIA</b>	Digital Business Machine learning Media
<b>TUESDAY: INNOVATION</b>	Mobile Apps Digital Media and Public Discouse Innovation
<b>WEDNESDAY: FUTURE TRENDS</b>	Model-Based Decisions Digital Innovation Platform and Ecosystem Strategy Future of Journalism
<b>THURSDAY: TECHNOLOGY</b>	Machine Learning in Business AI and Inclusion Human-Computer Interaction
<b>FRIDAY: TRANSFORMATION</b>	Innovation and Transformation Robotic Dexterous Picking

## LOCAL VISITIS AND NETWORKING



### LOCAL VISITS

You'll have the opportunity to visit important institutions such as Harvard University (Historical Tour and others) and the MIT Media Lab.



### NETWORKING

This Seminar provides you with exclusive international networking opportunities that will allow you to promote your business.



# WHAT DOES THE SEMINAR HAVE TO OFFER?

**Meet the digital experts.** Experienced digital experts, all of which are active internet professionals, participate in this seminar. Every year the leaders of the digital revolution design our training programs using the most updated content.

## EXPERTS



**COLIN MACLAY**  
Professor and Executive Director University South California Annenberg Innovation Lab



**PAI-LING YIN**  
Senior Manager, Research Science Core AI at Amazon



**MICHAEL MANESS**  
Co Founder at subculture



**JOSUA BENTON**  
Founder and Director at Nieman Journalism Lab, Harvard University



**DAVID WEINBERGER**  
Researcher at the Berkman Center at Harvard University



**JOAN DONOVAN**  
Research Director at Shorenstein Center on Media, Politics, and Public Policy



**ELIZABETH J. ALTMAN**  
Assistant Professor of Management, University of Massachusetts



**ALBERTO RODRIGUEZ DE LAMA**  
CEO at MIOTI



**CARLOS OSORIO**  
Cofounder & Partner at Yuku



**KRZYSZTOF GAJOS**  
Gordon McKay Professor of Computer Science at Harvard



**MALAVIKA JAYARAM**  
Executive Director at Digital Asia Hub



**HILA LIFSHITZ- ASSAF**  
Associate Professor at NYU



**SCOTT KIRSNER**  
CEO at Innovation Leader & Boston Globe Columnist



**FRANK NAGLE**  
Assistant Professor at Harvard Business School



**LATANYA SWEENEY**  
Professor at Harvard University



**MICHAEL BEST**  
Professor at Georgia Tech



**ROB FARIS**  
Research Director at Berkman Center for Internet & Society at Harvard University



**ELENA GLASSMAN**  
Assistant Professor of Computer Science at Harvard University

