



LEADING MEDIA & ENTERTAINMENT COMPANIES PROGRAM

Advance your leadership and business
skills to win in a changing industry

CBS EXECUTIVE

Dive into The New Media Reality

Media executives all over the world are facing an ever increasing competitive pressure caused by changes in digital technologies, consumer attitudes, and globalisation. Navigating in this sea of change requires completely new competencies and tomorrow's leaders are asked to be innovative, creative, and able to form new media solutions.

The Leading Media & Entertainment Companies program focuses on understanding the industry; what drives change and how to keep pace. The program introduces participants to innovative strategizing and thinking in the media business.

The program consists of four modules (16 days) extending over six months and is developed and taught by internationally renowned business school faculty with media specific know-how and top executives from some of the most innovative media companies.

The program is Europe's premier training program for media executives and offers an exclusive diploma for senior managers in the media and entertainment industry.

FACULTY HIGHLIGHTS



Robert G. Picard is Director of Research at the Reuters Institute in the Department of Politics and International Relations at University of Oxford.

A specialist in media economics and management, he is the author and editor of books and journals within Media Business Studies and Media Economics.



Eric Hazan is a lecturer in Business Strategy at HEC, French leading school of economics.

With his 15 years in the business, Hazan advises top management of leading telecom, internet, media, entertainment, and private equity companies in Europe on their most critical business issues.



Nick Ross is a leadership consultant and personal development coach. Having worked with Olivier Mythodrama™ for the past five years, Nick is a program leader and tutor working with a variety of

clients. This work allows him to marry his interest in theatre with his passion for developing tomorrow's leaders.



Gerd Leonhard is an expert on digital business models, social media, and social communications, consumer trends, innovation, leadership, and branding.

His diverse client list includes The Guardian, Google, RTL, ITV, the BBC, Orange, Deutsche Telekom, and The Financial Times.



Annet Aris is Adjunct Professor of Strategy at INSEAD. Since 2003 she has developed and taught the MBA-course "Managing Media Companies." Annet is board member of several media companies, a key

note speaker on international media and telecom conferences, and the author of a large number of articles and case studies on the media industry.



Peter Barron Google's Director of External Relations for Europe, the Middle East and Africa, will introduce Google's approach to market changes and innovation. With his background as journalist and editor, Barron joined Google in 2008.

For full faculty list please visit cbs-executive.dk

PROGRAM CONTENT

MODULE 1 10 – 13 NOV. 2013 (COPENHAGEN)	MODULE 2 14 – 17 JANUARY 2014 (LONDON)	MODULE 3 17 – 20 MARCH 2014 (COPENHAGEN)	MODULE 4 19 – 22 MAY 2014 (COPENHAGEN)
Setting the scene: Strategy, market and industry understanding	Innovating products, processes, and experi- ences	Realising integrity: Personal leadership and executive commu- nication	Implementing and managing change and innovation
HOME COMPANY ASSIGNMENT			

MODULE 1

Setting the scene: Strategy, market and industry understanding

Module 1 is designed to provide an in-depth understanding of the industry, what drives changes and how to keep pace. The participants will be exposed to strategic frameworks which will help them to understand and communicate the changes happening in the market and teach them to develop strategic plans to address these changes. How to apply these frameworks in practice and how to understand the implications of the driving forces at work in the media industry will be demonstrated by cases.

MODULE 2

Innovating products, processes, and experiences

New technologies, new players, new partnerships, changing consumer behaviour or changes in the value chain can disrupt an entire industry. When disruptive forces are at play, innovation is vital in the broadest sense of the word. Therefore, the aim of this module is to explore innovative business models to build a successful media business. By looking at different sectors, e.g. TV, radio, music and gaming, we will get insight into what other companies are doing to optimize and transform themselves for the digital world.

MODULE 3

Personal leadership

While module 1 and 2 encircle the key capabilities of the purpose driven leader, module 3 will provide specific training of these capabilities, and the ambitious goal is to empower you as a leader. Module 3 is therefore personal and operational, with focus on integrity (basing your leadership and communication on a clear connection between your WHYs, WHATs, and HOWs), and authenticity (moving from managerial controller to leading role model). Interactive training "on stage" as well as explorative and creative exercises will dominate the learning process.

MODULE 4

Change Management

The program provides you with concepts and tools that will help you to look at your company's activities in a more strategic and effective way. Module 4 will complement this by insights into change management mechanisms, which will influence the success or failure of your strategy implementation. The relationship between strategy, structure, culture, and management needs to be re-considered by forcing today's media leaders to rethink their assumptions about structuring and changing organisations.

EXAM (MODULE 4)

During module 1, the participants will initiate the company project called "home company assignment" (HCA). The purpose of the assignment is to make the participants apply acquired learning on a key business challenge in their home companies. The HCA will culminate in a presentation during module 4. The projects are either completed individually, or in groups if there is more than one participant from the same company.

KEY BENEFITS

- Acquire competences to create winning business development strategies in the media industry
- Take advantage of the new digital technology
- Explore disruptive business models in the media industry
- Unleash your unique strengths and potentials in personal communication and leadership
- Manage change in organisations

PROGRAM BOARD

Executives from Sanoma, MTG, SVT, YLE, EBU, TV2 Denmark, Gyldendal, Egmont, JP/Politiken, DR, Regiocast, and Danish Media (Danske Medier), WAN IFRA, WDMB, etc.

TESTIMONIALS



Lorna Clarke, Network Manager, BBC Radio 2/BBC Radio 6music:
Getting the opportunity to spend quality time with other professionals from across Europe has been a fantastic experience. The content of the program has been exceptionally high with speakers and touring professors at the top of their game sharing their insights. It's challenging in the best possible way.



Marit Valentina af Björkesten, Director of Swedish YLE:
I have very much appreciated the opportunity to thoroughly get to explore and understand the new media markets through insights by the best experts in this industry. In addition, the program gives a chance to reflect deeply on personal leadership styles. Not to forget the opportunities to form a network of senior media managers across Europe. It has been especially enriching to share experiences about the challenges we face, disruptive models and change management across business boundaries.



Claus Hovge Andersen, Managing Director, Jyllands-Posten (JP/Politiken):
The program combines theory and real life cases. The top faculty teaching strategy has an exclusive focus on trends in the media industry and on future business models for media companies. The idea of holding the second module at BBC in London was great and the visits at Google and The Royal British Opera were very inspiring.



Jannicke Haugen, CEO Kids Media Nordic & SVP Egmont Kids Media:
I really appreciated and enjoyed the program. It was a dynamic combination of people from various media. Additionally, I appreciate that the leader training model included tools like mental training to trigger and activate the mind to think more broadly and deeply about organization and people. In my opinion, mental training increases self-awareness about personal beliefs, goals, and strengths which enlightens and clarifies self-image and self-esteem. Thank you!

PARTICIPANT PROFILE

The program is designed for senior managers in the media and entertainment industry. The application process includes an interview with each applicant and an assessment of the group's total commitment and competencies.

TUITION AND ADMISSION

The program fee is EUR 16,700, excl. VAT, per participant. For two participants per company and above, the fee is EUR 16,000, excl. VAT, per participant. The fee includes all learning materials and catering during the program, but not lodging and travel expenses.

TO APPLY

Visit www.cbs.executive.dk/media for further details and application.

FURTHER INFORMATION

Please contact Program Director Louise Rygaard Jonas at lrj@cbs-executive.dk, +45 38 15 60 08, or Program Director Ole Mølgaard, om@cbs-executive.dk, +45 29 46 39 19. Early application is recommended to ensure a seat and allow time for preparation prior to program start.

