

BTS Labs

Data-Driven Strategy

Barcelona - 3 days immersive program





AGONAL BARCELONA

TEI
BCN
2013

SHAPE
THE DIGITAL
FUTURE

Shape the Digital Future



BTS Lab in

Data-Driven Strategy

Transform your organization with
the power of data

About the program

BTS Lab in Data-Driven Strategy

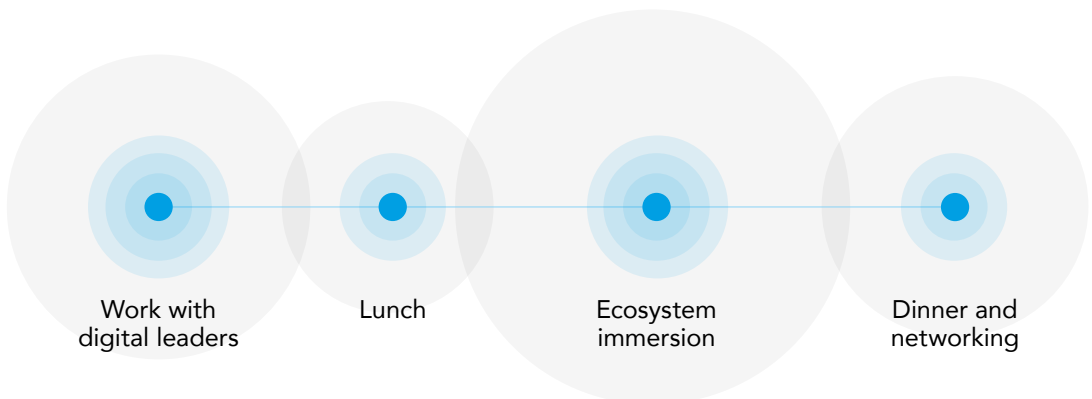
3 Full Immersion Days

The BTS Data-Driven Strategy Lab is a 3 days immersive program that creates a data perspective of business opportunities.

You will understand how data is transforming the world and how this power may boost your company to build business intelligence, create user centric organizations, understand hidden data behaviours and predict business impacts.

Discover what are the key data trends and learn from international perspectives and case studies.

Daily schedule



Apply fresh skills on your own workplace

BTS Lab in Data-Driven Strategy

This BTS Lab will help you to develop practical skills ready to apply on your own workplace.

Discover the transformative power of technology by the hand of international leaders and program mates living an immersive tech experience in Barcelona.

At the end of this BTS Lab you will get a productive outcome by developing a data-driven strategy to bring innovation in your own Company.



What you will learn

BTS Lab in Data-Driven Strategy

DAY1

Data Management

- You will learn how to identify, collect, combine, and manage multiple sources of data: real time data, data sets & data integration.
- Visualize data by scraping datasets and use tools to turn them into visualizations & screens for command centres.
- Understand the concepts of Big Data and Open Data, how these concepts affect you and what you can do to apply them.

DAY2

Data-Driven Business

- Explore data opportunities for improving businesses.
- Recognise the trends in the use of data.
- Discuss the ethical, social, and legal issues around data.

DAY3

Building Winner Data-Business Strategies

Develop an action plan to transform your organization with data power driving winner business decisions.

How you will learn

Every day you will experience different immersive data activities

Morning session



The day will start by stimulating your creativity with informal talks about data-driven opportunities. You will learn from data leaders while you interact with other participants and professionals who will share vision, ideas and experiences about winner data-driven strategies.

Daily guest



Every day, you will meet an expert in data strategy who will introduce you to the backstage of data-driven innovation industry.

Lunch Break



We will have lunch with digital leaders while enjoy the beautiful locations of Barcelona.

Afternoon session



After lunch, we will visit a top company in Barcelona where we will have the chance to listen to their Team talking about the most advanced data strategies, management tools and methodologies.

Evening activities



Right after the afternoon session, we will recap and organize all the information that we gathered through the day. This short activity will take place in locations we can visit for cultural and social activities.

Methodology

BTS Lab in Data-Driven Strategy

Intensive executive program. Combines advanced training methods, case studies and meetings with digital and data leaders.

Modular program. Structured with key topics that should be in a Data-Driven strategy developed to succeed in a digital economy.

Professors & keynote speakers. Professionals, digital leaders & data leaders that will empower participants through their own experience and through their vision about the future and trends of data.

Barcelona experience. Develop digital skills in Barcelona, European capital of innovation where you will meet digital leaders and visit companies that are disrupting data strategies.



Intensive
Program



Modular
Program



Barcelona
Experience



Barcelona
Experience

Outcome. Mentorship Session

BTS Lab in Data-Driven Strategy

This program is designed to get a **practical outcome** for your company.

You will get the skills and tools needed to build and adapt the **Data-Driven Strategy** of your company that permits to lead its change to the new digital reality.

On a week 4 you will have a remote mentorship session to validate and to get feedback on your framework.



Who is this for

BTS Lab in Data-Driven Strategy

General managers & managers

From medium and large corporations who need to understand the new digital economy driven by data.

Owners and CEOs

Who want to lead the change in their organizations and to drive business to digital opportunities.

Executives

Who want to boost their careers developing Data-Driven strategies based on most demanded Data Business knowledge and skills.

Summary

BTS Lab in Data-Driven Strategy

TYPE	LOCATION	DURATION
Intensive Program	Barcelona, Spain	3 Days
LANGUAGE	EXPERIENCE	FEES
English	Digital Labs Company visits Lunch & dinner with digital leaders	2.500€

Accommodation is not included

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FUTURE**

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