



Escuela de
Organización
Industrial

EOI Global Immersion Week

Programme in Strategic Leadership and Business Transformation

Boost your leadership profile in Madrid

Are you a postgraduate student or a professional looking to enhance your profile and explore new opportunities for growth? EOI Global Immersion Week is your chance to acquire key skills, broaden your professional horizons and enjoy a unique learning experience in a dynamic, multicultural environment.

We develop talent for a secure and sustainable future.

MADRID – FACE TO FACE

www.eoi.es



WHY CHOOSE THIS EXPERIENCE?

Training for Excellence: An immersive programme for leaders seeking to understand how technology and innovation are redefining global business models.

➤ **International Professional Exchange:**

Opportunities to meet and engage in dialogue with professionals from different countries through discussion forums, round-table discussions and social events.

➤ **Exceptional Location:** Enjoy Madrid at the EOI campus, Spain's oldest business school, with a history stretching back more than 70 years.

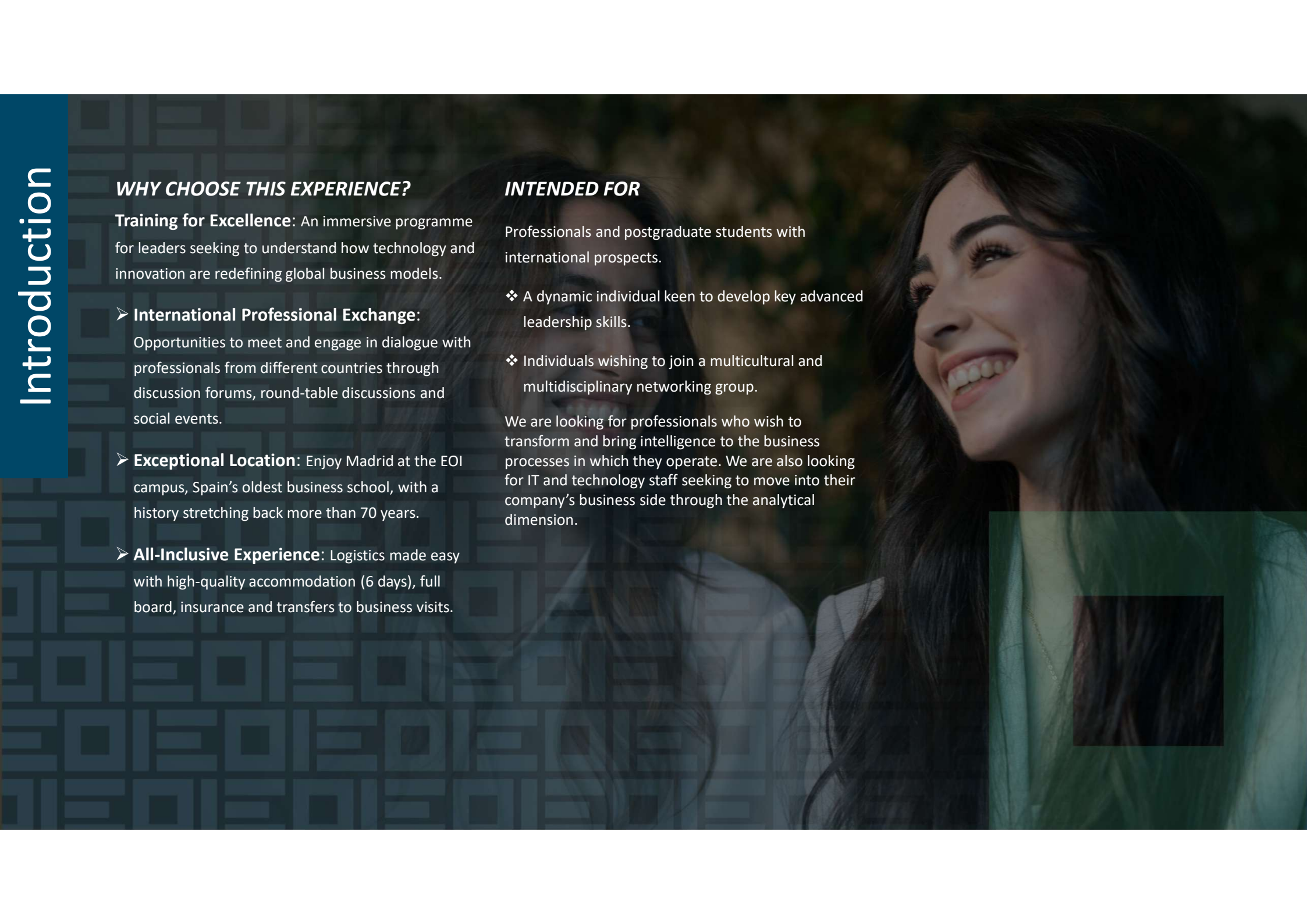
➤ **All-Inclusive Experience:** Logistics made easy with high-quality accommodation (6 days), full board, insurance and transfers to business visits.

INTENDED FOR

Professionals and postgraduate students with international prospects.

- ❖ A dynamic individual keen to develop key advanced leadership skills.
- ❖ Individuals wishing to join a multicultural and multidisciplinary networking group.

We are looking for professionals who wish to transform and bring intelligence to the business processes in which they operate. We are also looking for IT and technology staff seeking to move into their company's business side through the analytical dimension.



The event takes place from 09:30 to 17:30 in Madrid, combining strategic vision with practical experience.

1. Strategy and Leadership Sessions

360º view: Sessions aimed at understanding how innovation is reshaping global business models.

AI for Decision-Making: Analysis of the impact of artificial intelligence on business strategy.

Talent Management in the Age of Data: Team leadership in big data environments and corporate cybersecurity strategies.

Disruptive Economy: Executive-level understanding of technologies such as blockchain and Industry 4.0.

2. Company visits and Innovation ecosystems

Corporate Immersion: We will carry out strategic visits to the headquarters of leading companies and technology hubs.

Management Dialogue: Meetings at the organisations' own premises.

Logistics Included: EOI organises all travel arrangements during the week.

3. Workshops and Experimental Activities

Design Thinking: Practical and creative workshops for tackling complex problems.

Data Storytelling: Interactive sessions on how to communicate and persuade using data.

Leaders in Action: Discussions with CEOs and founders on lessons learnt from innovation processes.

4. Cultural and interpersonal experience in Madrid

Networking: Spaces designed to foster partnerships between postgraduate students and international professionals.

Social Gatherings and Forums: Conversational moments in a multicultural setting.

Leisure and Culture: Time spent enjoying the cuisine, art and cultural life of a vibrant city like Madrid.



DATES:

February
July



DURATION

1 intensive week (30 hours).



TIME COMMITMENT

The event generally takes place from 09:30 to 17:30 at the EOI Campus in Madrid.



FORMAT

Face to face.



COST

2.100€ .

Enquire about preferential rates for early registration.

INFORMATION

If you are interested contact us:
internacional [a] eoi.es

Programme in Strategic Leadership and Business Transformation

_Monday Digital Transformation

- Welcome and introductory session
- Keynote speech: 'The Digital Environment'
- Workshop: 'Digital Transformation Plan'
- Lecture: 'Inspiring the Future'
- Activity: 'Design Thinking Workshop'

_Tuesday Artificial Intelligence

- Masterclass: 'An Introduction to Artificial Intelligence'
- Round-table discussion: 'The Ethical and Legal Challenges of AI'
- Workshop: 'Generative AI Applied to the Workplace'
- Panel discussion: 'Leaders in Action'
- Company/Hub visit: Technology and Strategy

_Wednesday Technologies

- 'Cloud' Masterclass
- 'Blockchain' Conference
- 'Industry 4.0' Masterclass
- Company/Hub Visit: Sector-specific technologies

_Thursday Data and People

- Introduction to Big Data
- The transformation of people management
- Cybersecurity
- Data Storytelling
- Company/Hub Visit: People management in technology companies

_Friday Data and People

- 'Digital Transformation Plan' workshop
- Lecture: 'Digital Humanism'
- Closing keynote speech
- Closing ceremony and presentation of certificates

The specific timetable is subject to change due to academic updates and the availability of speakers, whilst ensuring, in all cases, that the academic objectives and quality of the sessions are maintained.

The course will take place approximately from Monday to Friday, 09:30–17:30, at the EOI Campus in Madrid.

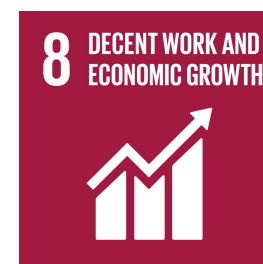
It includes:

- Accommodation and full board.
- Transport to company visits.
- Medical and accident insurance (*).
- Closing cocktail reception and networking opportunities.
- Academic programme.

(*) This insurance covers the student's medical care during their stay in Spain. Should specific insurance be required for visa purposes, participants must take the necessary steps in accordance with the consulate's instructions.

Not included: airfare and travel to the EOI.

This programme contributes to the 2030 Agenda through the following SDGs:



At EOI, the lecturers are a key factor in the success of the courses. The teaching staff comprises business executives of recognised professional standing and with a proven track record in their respective fields, who impart not only theoretical knowledge but also their own experience in applying it in practice.

The lecturers will support you throughout the learning process and will be available to answer any queries you may have regarding the subjects they teach.

Below is a selection of the teaching staff who deliver sessions on the business transformation programmes at EOI.
The final list of speakers will be determined based on the profiles and topics to be covered during the face-to-face week at EOI Madrid.

Vicente de los Ríos

CEO - Líderes y Digitales

Francisco Servia

Senior Product Manager – Amazon

Lorena Guerrero

Head of Customer Experience and Satisfaction - AXA Seguros España

Alberto Turégano

Consultant to companies undergoing digital transformation – Líderes y Digitales

Ignacio G.R. Gavilán

Founder y CEO – Reingeniería Digital

Alba Díaz

Performance Specialist - Google

Julio Alonso

Chief Executive and Founder - Marketing Tribe

Valvanera Castro

Senior Innovation Consultant - Talenmo

Néstor Guerra

CEO y co/founder - IEC

Ángel Tomás Gutiérrez

Managing Partner, M&A - Nova Capital Fusiones y Adq.

Jorge Orihuela

Head of Information and Training – Andalucía TRADE

Antonio Salas

Sales and Marketing Director. Consultant

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