

DIGITAL TRANSFORMATION PROGRAM





1.What is ISDI



The world IS Digital

We are not in an era of changes, but in a change of an era. Those who are not capable to reinterpret this new digital ecosystem will find themselves in a growing competitive disadvantage.

ISDI is the worldwide leader in digital education, helping professionals, entrepreneurs, enterprises and institutions to close the competitive gap to the digital era.

We are confident that by doing this we will help humanity to find the way to positively manage this transition and thus contribute to build a more fair, transparent and equal world for our children.



Founded in 2009, ISDI is the worldwide category killer in digital business education

1. What is ISDI



650+ professors
15,000+ alumni
250+ startups
120+ corporations





MASTERS & EXECUTIVE PROGRAMS IN CAMPUS EDUCATION • E-LEARNING • BLENDED

MIB MASTER INTERNET BUSINESS
DIBEX DIGITAL BUSINESS EXECUTIVE PROGRAM
MMA MASTER MARKETING AUTOMATION
DMBA DIGITAL MASTER BUSINESS ADMINISTRATION
MDA MASTER DATA ANALYTICS
ISDT INTERNATIONAL SEMINAR DIGITAL TRANSFORMATION AT SILICON VALLEY / AT RCC-HARVARD
DSLS DIGITAL STRATEGY LEADERSHIP SEMINAR

MIB ONLINE MASTER INTERNET BUSINESS
GMDB GLOBAL EXECUTIVE MASTER DIGITAL BUSINESS
DIGITALITE MOBILE LEARNING APP

OFFICIAL TRAINING & CERTIFICATIONS EDUCATIONAL ALLIANCES



SALESFORCE
ACADEMY



GOOGLE
DIGITAL ACADEMY

RESEARCH & DIVULGATION



CATHEDRA &
ACADEMIC AGREEMENTS



SCIENTIFIC
ADVISORY BOARD

ISDIGITALDATA
RESEARCH

IS DIGITAL DOCUMENTARIES
BLOG & MAGAZINE



IN COMPANY PROGRAMS CORPORATE EDUCATION



STRATEGY
MANAGEMENT BOARD



FOUNDATIONS
DIGITAL BUSINESS TEAM



INSPIRATIONAL
WHOLE STAFF TEAM



EXPERTS
TECHNICAL TEAMS



INNOVATION
& ACCELERATE

ENTREPRENEURSHIP



BUSINESS
ANGEL FUND



IMPACT
STARTUP
ACCELERATOR



CO-WORKING
SPACE

ISDIGITAL.FOUNDATION CSR



NGO'S



KIDS



MINORITIES



UNEMPLOYED

ALUMNI - xISDI



CONTINUOUS
EDUCATION



APP



NETWORKING



VOLUNTEERING



STARTUPS
MENTORSHIP



JOB
BOARD



CROWDFUNDING

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CLAUSTRO ACADÉMICO Y PONENTES



Marketing Digital

Nacho de Pinedo, CEO de ISDI



Buscadores

Javier Rodríguez Zapatero, Presidente de ISDI



Redes Sociales

Rodrigo Miranda, Director General de ISDI



eCommerce

Aquilino Peña, Fundador de Kibo Ventures



Contenidos Digitales

Noelia Fernández, Director, Large Customer Sales for Spain and Portugal at Google



Inteligencia Artificial

Marcelo Royán, Director de innovación y producto digital en Reclamador.es



Mobile y Apps

Fernando González-Mesones, COO Docomo Digital y CEO B! (NTT Docomo Group)



Diseño y UX

Daniel Fernández Arroyo, Responsable de Movilidad de Telefónica de España



PONENTES DE PRIMER NIVEL

Proyecto Troncal

Luis Ferrándiz, Partner McKinsey & Co



Innovación y Design Thinking

Alicia Chavero, Fundadora The Crew Concept Consultora Diseño Estratégico e Innovación.



Transformación de Empresas y Organizaciones

Alberto Díaz, Socio Fundador de MIGRATION (Business & Organization)



Publicidad y Medios Digitales

Gabriel Sáenz de Buruaga, Fundador y Co CEO en WINK



Visión y Estrategia Digital

Sebastián Muriel, CEO de Tuenti y Director de Experiencia Telco Digital en Telefónica



Creatividad Digital

Marcel.lí Zuazua, Socio y CEO de la Agencia Creativa Digital Herraiz Soto & Co



Métricas y Data Analytics

Arnaldo Muñoz, Director General en España y Portugal de Airbnb



Emprendimiento y Startups

Miguel Ángel Díez Ferreira, Co-fundador y CEO de Red Karaoke



El claustro de profesores de ISDI está compuesto por profesionales en activo de reconocido prestigio. Todos ellos, expertos en su área de contenido.



REFERNCIAS Y CASOS DE ÉXITO



grupoGodó



endesa

BBVA



Dia



red.es

TOUS

BERTELSMANN



Telefonica

El Corte Inglés



Bankia

Disney



P&G



SANOFI



Sanitas



RACC



DDB

HEINEKEN

SONAE

PESCANOVA



COTY



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DIGITAL COMPETENCY MODEL

Transformation is not only digital content, ISDI has developed a model that goes further and tries to form in 4 variables. A work methodology focused on developing skills such as attitude or activation, not just teaching knowledge.

KNOWLEDGE



ATTITUDE



TOOLS

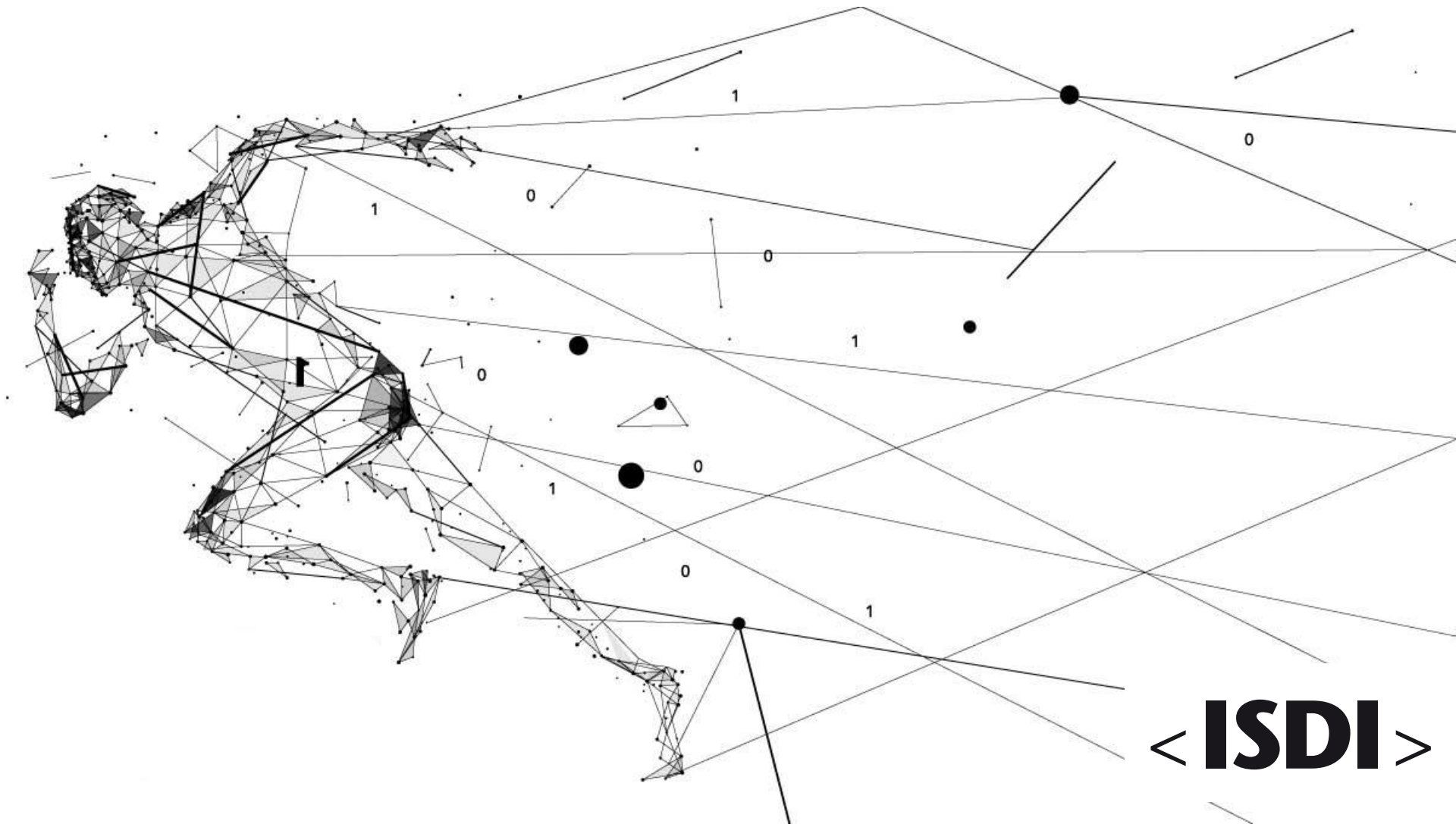


ACTION



ONLY THOSE ORGANIZATIONS AND INDIVIDUALS WHO ADAPT
THEIR TALENT TO THE NEW KNOWLEDGE, ATTITUDES, TOOLS AND
SKILLS SCHEME WILL MANAGE TO HYPERGROWTH

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VIERNES	SEMANA 1	SEMANA 2	SEMANA 3	SEMANA 4	SEMANA 5	SEMANA 6	SEMANA 7	SEMANA 8	SEMANA 9
16:00 – 18:30	Estrategia y ecosistema digital	Tecnología de Internet	Estrategia y Plan de Marketing Digital	Estrategia de optimización de buscadores (SEO)	Estrategia en Redes Sociales	Estrategia omnicanal como ventaja competitiva	Conversión y fidelización de clientes	Talento Digital	Tecnologías disruptivas
18:30 – 19:00	Break								
19:00 – 21:00	Liderazgo en la era digital	Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6	Sprint 7	Transformación de las organizaciones en la era digital
SÁBADO	SEMANA 1	SEMANA 2	SEMANA 3	SEMANA 4	SEMANA 5	SEMANA 6	SEMANA 7	SEMANA 8	SEMANA 9
9:30 – 12:00	Metodologías ágiles y presentación del caso	Innovación y Design Thinking	Estrategia de contenidos	Estrategia de Marketing en Buscadores (SEM)	Taller de Identidad digital	Pagos móviles	Métricas Digitales	Target tools workshop	Desafíos en el sector de la movilidad (9:30 – 11:30)
12:00 – 12:30	Break								
12:30 – 14:30	Sprint 0	Taller BMC	Target tools	Construir preferencia de marca en el ecosistema digital	Gestión de influencers	Marketing Automation	Métricas Digitales Workshop	Target tools workshop	Presentación del caso práctico (12:00 -14:30)



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GRACIAS POR ASISTIR
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