

LONDON  
**TECH  
WEEK  
ACADEMY**

# 5G Readiness Workshop

Business & Technology



Delivered by:

**Telecoms & Tech  
Academy**

10-14 June 2019 | London

# 5G Readiness Workshop

*Is your organisation looking to take the lead and gain a competitive advantage through the implementation of a clear and purposeful 5G and connected Innovation strategy?*

## What sets this programme apart?

- Evaluate new business models based on Connected Innovation and 5G concepts.
- Identify and develop strategic business opportunities within the new digital economy.
- Develop solutions more holistically - making decisions that are commercially viable, minimise risk, and in line with the strategy and goals of the wider organization.
- Optimise the 5G and Connected Innovation business opportunity; realigning strategy and performance.
- Enable individuals and teams to to make business decisions that are focused, balanced, & grounded in business reality
- Maximise new revenues and return on investments - with rapid identification & evaluation; faster response to business opportunities; and more clarity on monetisation

“ *Very interesting programme, the business simulation was excellent* ”

EA, Ooredoo



# Your 5G Readiness Workshop

## What you'll cover

THEMES	YOU'LL COVER THIS	
<b>The 5G and Connected Innovation Business Environment</b>	<ul style="list-style-type: none"><li>• The Telecoms, Media and Technology business environment</li><li>• 5G business models</li><li>• Key success factors</li><li>• 5G use cases</li></ul>	<ul style="list-style-type: none"><li>• Key industry trends</li><li>• Evaluating the developing support for industry sectors and ecosystems</li><li>• Examples and case studies</li><li>• Regulation across industries</li></ul>
<b>5G Technologies, Trends and Financial Analysis</b>	<ul style="list-style-type: none"><li>• 5G Technologies and Trends</li><li>• Optimising legacy networks</li><li>• Evolutionary paths to 5G</li><li>• Supporting technologies and systems</li><li>• 5G radio access requirements</li></ul>	<ul style="list-style-type: none"><li>• Financial analysis and performance</li><li>• Evolving financial KPIs</li><li>• Evaluating projects</li><li>• Operating within large scale projects</li><li>• <b>Business simulation - Developing ideas</b></li></ul>
<b>Positioning for the Digital Age</b>	<ul style="list-style-type: none"><li>• Transforming within the business</li><li>• Innovation and creativity</li><li>• Culture and working environment</li><li>• Developing radical performance tools</li></ul>	<ul style="list-style-type: none"><li>• Aligning KPIs and performance with strategy</li><li>• Aligning KPIS across multiple functions</li><li>• <b>Business Simulation - Developing ideas</b></li></ul>
<b>Developing the Customer and Value Proposition</b>	<ul style="list-style-type: none"><li>• Understanding customer requirements and proposition</li><li>• B2B - Using big data effectively</li><li>• B2B and B2B2C - Building insights, expertise and credibility</li></ul>	<ul style="list-style-type: none"><li>• Evolving segmentation customer alignment strategies</li><li>• Developing frameworks and solutions</li><li>• Brand evolution</li><li>• <b>Business simulation - Developing ideas</b></li></ul>
<b>A Shared View and Best Practice</b>	<ul style="list-style-type: none"><li>• Best practice - the big picture</li><li>• Developing a shared view of the future</li><li>• Case studies - Exploring 5G and connected innovation initiatives</li></ul>	<ul style="list-style-type: none"><li>• <b>Business Simulation - Bringing it all together</b></li><li>• <b>Business Simulation - Presentation &amp; feedback</b></li></ul>

## Is it for you?

This learning experience is for gain a competitive advantage through the implementation of a clear and purposeful strategy founded on 5G and Connected Innovation

### Job titles of past delegates

Executives, Senior Management, Mid-Senior Management, Identified Talent, Commercial Specialists, Technology Specialists, Engineers, Strategy Specialists, Consultants

### Organisations that have attended:

Etisalat, Ooredoo, Ofcom, BT, Communication and Information Technology Commission and more!



# 5G Readiness Workshop: 10-14 June 2019

## Business & Technology

### Curriculum & Agenda

	Day 1	Day 2	Day 3	Day 4	Day 5
	<b>5G/CI Business Environment</b>	<b>5G Technologies &amp; Financials</b>	<b>Positioning for The Digital Age</b>	<b>Developing the Customer &amp; VP</b>	<b>A Shared View and Best Practice</b>
	Introduction & Business Simulation	5G Technologies & Technology Trends	Positioning for the Digital Age - Transformation	Understanding Customer Requirements	Developing a Shared View of the Future - 5G & CI Case Studies
<b>A.M.</b>	The Business Environment & Emerging Ecosystems	5G Technologies & Technology Trends	Positioning for the Digital Age - Innovation & Creativity	Developing the Customer Proposition Frameworks	Developing a Shared View of the Future - 5G & CI Case Studies
	5G as a Business Enabler	Financial Analysis - Measuring & Benchmarking Success	Positioning for the Digital Age - Culture	Brand Evolution	Business Simulation - Team Presentation
<b>P.M.</b>	Industry Trends & Developing Sectors for 5G - Research and Forecasts	Financial Operation in Complex or Large Scale Projects	Positioning for the Digital Age - Performance and KPIs	Business Simulation - Customer proposition for 5G and CI	Business Simulation - Assessment & Evaluation Wrap-up/Action Plan
		Business Simulation 1. Technology 2. Financial Modelling	Business Simulation - People, Culture, Innovation & Performance	Business Simulation - Preparation	Finish

■ Morning Sessions
 ■ Afternoon Sessions
 ■ Business Simulation

## Benefits for you

- Develop sources of sustainable and transient competitive advantage to maximise profit and return on investment
- Evaluate your organisation's position in the evolving ecosystems and future growth strategies
- Identify and develop strategic business opportunities within the new digital economy
- Contribute to building a work environment that embraces forward-looking business practices, encourages innovative thinking and provides a framework that translates ideas into business success
- Effectively communicate complex ideas to ensure consistency throughout the organisation
- Develop holistic solutions based on best practise and make decisions that are commercially viable with minimal risk and in line with the strategy and goals of the wider organisation.

## Benefits for your organisation

- Realign and reinforce strategy and performance
- Maximise new revenues and return on investments with rapid identification and evaluation, faster response to business opportunities and more clarity on monetisation
- Strengthen the foundation to develop robust and successful business and operating models - enabling individuals and teams to recognise and develop best practice across the organisation, and to make business decisions that are focused, balanced, & grounded in business reality
- Develop key competencies centred on new opportunities, innovation, advanced technologies and business models
- Develop greater clarity and unity throughout the organisation and within the functional teams



Delivered by: **Telecoms & Tech Academy**

Telecoms & Tech Academy is the leading training partner to the TMT industry, having trained more than 30,000 professionals and 500 businesses globally. We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps telecoms & tech businesses are facing. To provide you with leading-edge knowledge, our learning is influenced by our partners including Ovum and Google. [www.telecomstechacademy.co.uk](http://www.telecomstechacademy.co.uk)

## Programme fees

**Regular fees: £2,995 + VAT**

£500 discount for registrations received by 10th May.

**For companies:**

\*for group discount please contact us

\*\*reduced prices considered for non-profits/start-ups, please get in touch for details

## Get in touch today:

**Call** +44 (0)20 7017 4144

**Email** Nathanael.Davidson@KNect365.com

**Website** [telecomstechacademy.knect365.com/5g-readiness-workshop-london-tech-week-2019/](https://telecomstechacademy.knect365.com/5g-readiness-workshop-london-tech-week-2019/)

## How to register

Given the competitive nature of this immersive programme, there is a two stage application process:

### Stage 1

Complete the form on our website:  
[telecomstechacademy.knect365.com/5g-readiness-workshop-london-tech-week-2019/](https://telecomstechacademy.knect365.com/5g-readiness-workshop-london-tech-week-2019/)

### Stage 2

Our lead education consultant will be in touch to verify your details and have a quick chat about your background to ensure you can make the most out of the programme.

Applications are now open and we'll close when we've reached 50 high potentials



London Tech Week - 5G Readiness Workshop

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Become part of this new and unique learning experience!

We're looking forward to hearing from you.

