RCC-HARVARD

ISDT

INTERNATIONAL SEMINAR
DIGITAL TRANSFORMATION

PLAY A PART
IN THE FUTURE
OF BUSINESS
The ISDT is a one week-long seminar with leading experts and speakers from Harvard University, MIT and NYU. The Real Colegio Complutense at Harvard University and ISDI have collaborated to create this unique seminar.

Completing the ISDT will give you an understanding of new methodologies for generating business innovation and for creating a change in the traditional mindset.

**PLAY A PART IN THE FUTURE OF BUSINESS**

You will be able to integrate the challenges of the current digital context with the need for organizational transformation, formulating a model of innovation that constitutes an ongoing insight analysis.

Learn all about digital business in a unique and inspiring environment.

- One week in-person
- Face to Face
  - Cambridge, Massachusetts (RCC-Harvard)
- 40 hours of classroom training
- Taught 100% in English
- Local visits to important institutions
- Workshops
- Case studies
- Digital experts from around the world
OBJECTIVES

1. GET INSPIRED. LEARN ABOUT DIGITAL BUSINESS IN A UNIQUE AND INNOVATIVE ENVIRONMENT

2. NOT ONLY GIVING ANSWERS, BUT PROVOKING QUESTIONS. DO YOU WANT TO EXPLORE NEW OPPORTUNITIES IN THE FUTURE OF DIGITAL BUSINESS?

3. DISCOVER AND ANALYZE THE LATEST TRENDS IN DIGITAL TRANSFORMATION, CROWD, SOCIAL, PRODUCT, INTERNET & SOCIETY AND MACHINE LEARNING

AIMED AT

Professionals, directors and entrepreneurs of any sector or department who want to approach the latest trends in digital transformation and the startup ecosystem.

Average age: 42 years old

Work experience: 18 years
You will learn about the latest methodologies for generating innovation in business and the new global trends in digital business and the professional world.

A week-long immersion with the American style of teaching that will give you a much broader vision of the digital era and environment. The methodology is based on lectures supported by audiovisual presentations, class discussions and readings.

**DAY 0.1**
- International digital business seminar: The future is here, is now
- Platform competition in mobile apps
- What’s hot in human-computer interaction research

**DAY 0.2**
- Is the internet disappointed in us?
- Strategy and transformation in times of digital disruption: The role of innovation
- Harvard campus tour

**DAY 0.3**
- How institutions help restore the crisis in civic trust
- Effective innovation programs in large organizations: What works, and what doesn’t
- Platform and ecosystem strategy
- MediaLab tour

**DAY 0.4**
- Crowdsourcing
- Considerations for successfully using machine learning in business
- AI and inclusion
- Cambridge Innovation Center tour

**DAY 0.5**
- Crowdsourcing journalism
- The future of journalism in an internet age
  Feedback and learning
Meet the digital experts

Experienced digital experts, all of which are active internet professionals, participate in this seminar. Every year the leaders of the digital revolution design our training programs using the most updated content.

COLIN MACLAY  
Professor and Executive Director  
University South California  
Annenberg Innovation Lab

FINALE DOSHI - VELEZ  
Assistant Professor of  
Computer Science  
at Harvard

JOSE MANUEL MARTÍNEZ SIERRA  
Director at RCC-Harvard

JOHN BRACKEN  
Founder and COO at  
MilAdvisor Inc.

JOSUA BENTON  
Founder and Director at Nieman Journalism Lab, Harvard University

DAVID WEINBERGER  
Senior Researcher at  
the Berkman Center  
at Harvard University

International networking

This Seminar provides you with exclusive international networking opportunities that will allow you to promote your business, learn from others, and acquire potential partners and investors. Take part in the welcome party and the closing ceremony.

Local visits

You’ll have the opportunity to visit important institutions such as Harvard University (Historical Tour and others) and the MIT Media Lab.

ESTA visa

A tourist visa will suffice for entry into the US in order to be able to attend the seminar.

*All information in this brochure is subject to change.
Admissions
study@isdi.education

+34 917 373 925 (International calls)
900 814 144 (Calling from Spain)