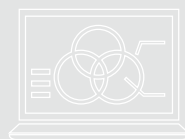




CENTER FOR
DIGITAL BUSINESS
EDUCATION



DIGITAL AGE: TRANSFORMATION IN CUSTOMER EXPERIENCE, OPERATIONAL PROCESSES AND BUSINESS MODEL

12 luglio 2016, ore 18.30

Bologna Business School - Villa Guastavillani, Via degli Scalini 18 - Bologna

In occasione della prima edizione dell'Executive Master in Digital Business, Bologna Business School organizza un incontro per discutere della trasformazione digitale delle imprese attraverso l'analisi di casi aziendali reali.

18.30 Saluto di benvenuto

Alfredo Montanari Senior Executive Advisor, Bologna Business School

18.45 Transformation in Customer Experience, Operational Processes and Business Model:
Casi a confronto

Andrea Pia General Manager, H-Art ed Executive Director Executive Master in Digital Business,
Bologna Business School

19.30 Q&A e conclusioni