

Convergence: A Practitioners Guide

Learning to exploit the Digital Convergence marketplace: selling, buying and surviving

Course Leader: Ved Sen, ThinkPLANK Ltd

Who is it for?

This course is for anyone working within any technology company who is tasked with contributing to the strategic direction of the company and/or understanding and addressing new markets. In particular:

- CEOs and senior Directors of technology SMEs
- Senior Managers with responsibility for business development
- New senior managers requiring an in-depth understanding of convergence in the technology industry
- Senior consultants working in the TMT sector

What is it about?

Digital convergence is now a core business issue. Talked about by many but understood by few, the impact of digital convergence is of key strategic importance to all technology businesses and for their competitors and customers.

Digital convergence implies a world where information and content are digitised, personalised and accessible 'on-demand' via multiple fixed and mobile platforms and devices; a world where the user is more engaged, actively contributing to and interacting with services rather than simply passively consuming them.

Within industry, new commercial opportunities are emerging as a new convergence value chain is forming that spans a wide variety of sectors and specialisations. There are threats too; businesses must develop new models and converged products and services if they are to remain competitive in the changing environment.

This course will provide delegates with an introduction to convergence, its impact on industry and examines how the new market place is evolving and where it might go in the future. The session will include an overview of the potential opportunities within the core convergent landscape (broadcast platforms, advertising, non-broadcast media and telecoms) and provide insight in to how different companies in different industry sectors are utilizing technology convergence to make their businesses more efficient and profitable.

How do you benefit?

- A cross sectional and cross-sectoral view of how convergence works
- A better understanding of what makes convergence driven businesses tick
- An understanding of future business trends and the opportunities and threats that exist

Course overview

Intro to convergence & evolution of the Industry – 1 hour

- The pre-converged world
 - media
 - telecom
 - technology
 - entertainment & content
- Evolution of convergence
 - key technological milestones
 - key industry milestones
 - key Regulatory milestones
- Slicing the elephant
 - devices
 - networks
 - services
 - regulations
 - consumers

15 min exercise

Opportunities in the Core Convergent Landscape – 1 hour

- Broadcast platforms
 - satellite
 - cable
 - IP
 - digital terrestrial
- Impact on advertising
- and a quick look at non-broadcast media
 - print
 - web
 - B2B media
- Opportunities in the new telecom landscape 30 mins
 - the Impact of IP
 - the new revenues
 - the road ahead

15 min exercise

Opportunities in the “Involved” Industries – eg Education – 45 mins

- Impact of convergence
- New needs – new opportunities
- Selling into the convergence model
- Skills & education agenda
- Distance education – example from Leicester University
- Convergence in travel
- Convergence in healthcare
- Convergence in corporate communications

15 min exercise

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	Half day
Time	09:30-13:00
Fee	Intellect members £295+VAT non-member £495+VAT