



# Training



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## Digital Due Diligence

2019 Programme



# Digital Due Diligence

## Agenda

Time	Overview
09:30	Registration
10:00	<b>Introduction to digital strategy &amp; what it means for your portfolio</b>
10:30	<b>Digital disruption: How is it changing business models?</b> <ul style="list-style-type: none"><li>• The digital revolution and why it matters to business.</li><li>• Now and next. A look at emerging and future digital business models, including a look at disruptive investment models.</li><li>• The impact of disruption on businesses that fail to keep up with the pace of change.</li><li>• Digital reputation and its importance to business</li></ul>
11:00	Break
11:15	<b>Digital diagnostic: Understanding the digital health of a business</b> <ul style="list-style-type: none"><li>• How to understand the digital health of your business, and uncover digital opportunities?</li><li>• What to review and the tools to help you achieve a successful outcome.</li><li>• How to use the findings from a digital diagnostic to drive performance improvements?</li></ul>
11:50	<b>What does good digital look like?</b> <ul style="list-style-type: none"><li>• Understanding how to benchmark digital performance.</li><li>• Interpreting digital data and analytics.</li></ul>
12:15	<b>Developing a digital strategy: How to build a digital roadmap?</b> <ul style="list-style-type: none"><li>• How to build a digital transformation strategy that leverages your competitive advantage and preserves it for the future?</li><li>• A look at digital strategy models options and how best to apply them.</li></ul>
13:30	Lunch
14:30	<b>Adaption and Adoption: Understanding and implementing digital behaviour</b> <ul style="list-style-type: none"><li>• How to drive company-wide change to take advantage of digital opportunities.</li><li>• The importance of establishing process and governance for digital activity.</li><li>• How to structure business for digital success?</li></ul>
15:00	<b>Finding digital people: What to look for and how to attract them?</b> <ul style="list-style-type: none"><li>• Understanding the organisational planning requirements to facilitate digital change.</li><li>• What does digital excellence look like? How to find the right people?</li><li>• Digital culture. What is it and why is it important?</li></ul>
15:30	Break
15:45	<b>Measuring success: The tools and techniques required for digital measurement</b> <ul style="list-style-type: none"><li>• What are the core digital KPI's and leading indicators of performance?</li><li>• An introduction to digital measurement techniques.</li><li>• Digital measurement tools. The options, benefits and pitfalls.</li></ul>
16:15	<b>Q &amp; A and summary</b>
16:30	Networking drinks reception



# Digital Due Diligence

## Course Director

**James Prebble**  
Founder/Director, Palladium Group

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James is a highly experienced digital consultant with 15 years of extensive digital strategy and transformation experience across a wide range of industries and sectors. A digital expert, he works with businesses to facilitate business change and development through implementation of digital strategies and processes. James has significant experience supporting digital lead generation, customer strategy and digital service implementation programs for the Retail, FS, Life Science, Leisure and Transportation sectors.

Prior to establishing Palladium Group, James was a strategy director at a top 50 digital agency before a successful digital consultant career working with leading consultancy firms including ATOS, KPMG, Arthur D Little and Deloitte.

A true digital native, he is a respected speaker and trainer delivering highly interactive and engaging workshops for leading UK businesses and training organisation both in the UK and US. His sessions are interactive and hands-on. You'll leave armed with new tools and techniques that can be implemented directly within the organisations you represent.

James is also an engaging key note speaker, and is often asked to provide key note addresses at digital summits for audiences up to 1,000 people. His clients have included L'Oréal, Wella, Ralph Lauren, Zurich, RSA, Sun life of Canada, Argos, JTI and Astra Zeneca.

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