



HANDS-ON WORKSHOP

28-30
JAN /
16-18
SEPT

In-person event
Fontainebleau, Europe Campus

Subscription Business Bootcamp

Future-proofing your business with subscription-based recurring revenue growth.

RESEARCH CONSORTIUM

25-27
MAR /
15-16
OCT

Invitation-only initiative
Fontainebleau, Europe Campus

Breakthrough Business Relationships (BBR)

Value Creation Camp

Learning to build lasting customer relationships and boost sustainable growth.

MAR

BBR Benchmarking Conference

Creating innovative strategies for fostering and enhancing successful business relationships in the global marketplace.

OCT

DISCOVERY EVENTS

3
APR

In-person event
Fontainebleau, Europe Campus

Blue Ocean Growth Strategies

Creating uncontested market space and driving innovation through Blue Ocean strategies.

7
MAY

In-person event
Abu Dhabi, Middle East Campus

Blue Ocean Growth Strategies

Creating uncontested market space and driving innovation through Blue Ocean strategies.

12
JUNE

Virtual event

Making AI's ROI on Marketing & Sales "Real"

Exploring actionable strategies to harness AI technology for tangible results and performance.

25
SEPT

In-person event
Fontainebleau, Europe Campus

Triple Fit Growth Strategies

Uncovering powerful methods to align customer needs, market dynamics, and organizational capabilities for sustainable success.

6
NOV

In-person event
Abu Dhabi, Middle East Campus

Triple Fit Growth Strategies

Uncovering powerful methods to align customer needs, market dynamics, and organizational capabilities for sustainable success.

20
NOV

Virtual event

Building the Agile Marketing & Sales Organization

Discovering cutting-edge approaches and techniques to foster agility, enhance collaboration, and drive success.