

MONDAY, APRIL 24	TUESDAY, APRIL 25	WEDNESDAY, APRIL 26	THURSDAY, APRIL 27
ARTIFICIAL INTELLIGENCE	GO AND MEET NEW YORK	INNOVATION	LEADERSHIP AND PURPOSE
8:30-9:00 Breakfast	8:30-9:00 Breakfast	8:30-9:00 Breakfast	8:30-9:00 Breakfast
9:00-9:30 Welcome Session	9:00-10:15 Digital Marketing Megatrends (part1) Interactive Lecture <i>Prof. Michelle Greenwald</i>	9:00-10:30 Principles of Innovation Interactive Lecture <i>Prof. Oseas Ramirez</i>	9:00-10:00 Travel (subway) to McKinsey and security check
9:30-11:00 Leadership: Applying AI in Managing People Case: Bridgewater <i>Prof. John Almandoz</i>	10:15-10:45 Coffee Break	10:30-11:00 Coffee Break	10:00-12:30 McKinsey - World Trade Center "Journey to the firm: multiple pathways" Visit and panels moderated by Prof. John Almandoz
11:00-11:30 Coffee Break	10:45-12:15 Digital Marketing Megatrends (part 2) Instructions for Retail Safari Interactive Lecture <i>Prof. Michelle Greenwald</i>	11:00-12:15 Principles of Innovation Workshop <i>Prof. Oseas Ramirez</i>	
11:30 - 1:00 pm AI for Decision Making Interactive Lecture <i>Prof. Natalia Levina, Prof. NYU</i>	12:15-1:00 pm Lunch	12:15-1:15 pm Lunch	12:30-2:00 pm travel back to IESE and Lunch
1:00-2:00 pm Lunch	1:00-3:00 Retail Safari Experiential - Go and meet New York	1:15-2:30 Principles of Innovation Workshop <i>Prof. Oseas Ramirez</i>	2:00-3:15 Leading with out a Title Case: The Orpheus effect revisited <i>Prof. John Almandoz</i>
2:00-3:30 AI for Decision Making Interactive Lecture <i>Prof. Natalia Levina, Prof. NYU</i>	3:15 -3:30 Coffee Break	2:30-3:00 Coffee Break	3:15-3:30 Coffee Break
3:30-4:00 Coffee Break	3:30-4:15 Teamwork - Prepare presentation <i>Prof. Michelle Greenwald</i>	3:00-3:30 Travel to Company visit (subway)	3:30-4:00 Cosing and Certification
4:00-5:00 The Metaverse: Creating a Plan for Companies Guest Speaker <i>Martin Murphy, Meta (Facebook)</i>	4:15-5:15 Team Presentation and Wrap-up <i>Prof. Michelle Greenwald</i>	3:30-4:30 Design Thinking <i>Prof. Joann Halpern, Director HPI, Prof. NYU</i> Guest Speaker SAP, 50th floor, Hudson Yards	
		4:30-5:15 SAP visit and drink with a view	

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