MERCURY

# Digital Transformation Leadership Training Conference

4 – 8 October 2027
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

# Digital Transformation Leadership Training Conference

**Ref:** 16236_1081500 **Date:** 4 – 8 October 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

## Introduction:

The Digital Transformation Leadership training conference is a specialized professional development event that equips business and technology leaders with the strategic insights and competencies needed to lead digital transformation efforts. As organizations face the rapid evolution of technology and shifting market expectations, leaders must align digital innovation with their business strategy.

This Digital Transformation Leadership conference examines the pivotal role of leadership in driving enterprise-wide transformation, enhancing agility, and fostering a culture of innovation. Through real-world case studies, best practices, and hands-on strategy sessions, participants will acquire practical tools to lead change effectively.

The Digital Transformation Leadership conference focuses on strategic planning, emerging technologies, digital maturity assessments, and data-driven decision-making. It addresses key barriers and success factors for scaling digital initiatives, enabling attendees to drive sustained digital growth and foster long-term business impact.

## Targeted Groups:

This Digital Transformation Leadership training targets professionals seeking specialized knowledge and skills:

- C-level executives and business decision-makers.
- Digital transformation managers and innovation officers.
- IT directors and technology strategists.
- Change management consultants.
- Strategic planners and corporate development teams.
- Project and program managers oversee transformation.
- HR and training managers supporting digital upskilling.
- Leaders responsible for customer experience and digital services.
- Consultants working in digital innovation and organizational change.
- Government officials and public sector leaders are modernizing operations.

## Targeted Competencies:

Participants will gain the following competencies during the Digital Transformation Leadership program:

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

- Strategic thinking and digital planning.
- Organizational change leadership.
- Technology awareness and business integration.
- Decision-making using data analytics.
- Communication and stakeholder engagement.
- Risk assessment and mitigation in transformation.
- Agile and adaptive leadership capabilities.
- Digital maturity evaluation and KPI setting.
- Innovation-driven mindset and digital ethics.

## Conference Objectives:

Participants will achieve the following objectives by completing the Digital Transformation Leadership conference:

- Define digital transformation within the context of business value.
- Identify the core technologies and trends that are shaping digital innovation.
- Analyze industry-specific digital transformation case studies.
- Assess their organization's digital maturity and readiness.
- Develop a strategic vision that aligns with your business objectives.
- Prioritize initiatives that deliver measurable transformation outcomes.
- Apply resource and budget planning to digital programs.
- Evaluate leadership strategies that support digital-first cultures.
- Design communication plans that effectively manage digital change.
- Motivate and engage teams during periods of transformation.
- Monitor performance using KPIs aligned with strategic goals.
- Measure ROI from digital transformation projects.
- Optimize digital strategy using feedback and performance data.
- Scale transformation initiatives across departments.
- Forecast future leadership and technology trends.

## Conference Content:

### Unit 1: Introduction to Digital Transformation and Leadership:

- Defining digital transformation and its role in the modern business landscape.
- Key drivers of digital transformation: technology, market demands, and competition.
- The Evolving Role of Leadership in the Digital Age.
- Key challenges and opportunities in leading digital transformation.
- Understanding the Digital Maturity Model and assessing organizational readiness.
- Exploring digital transformation case studies from various industries.
- The importance of leadership in fostering a digital-first culture.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

## Unit 2: Digital Technologies and Business Innovation:

- Introduction to emerging technologies driving digital change: AI, IoT, blockchain, and more.
- Identifying the business potential of digital technologies.
- Leveraging cloud computing and data analytics for business innovation.
- How digital tools enhance customer experience and business efficiency.
- The role of automation in streamlining business processes.
- Using digital platforms to build a competitive advantage.
- Ethical considerations in the adoption of emerging technologies.
- Case studies of successful digital technology integration.

## Unit 3: Leading Digital Transformation Strategy:

- Building a strategic vision for digital transformation.
- Aligning digital transformation efforts with organizational objectives.
- Identifying and prioritizing digital initiatives that drive business growth and success.
- Managing digital transformation budgets and resources effectively.
- Key Success Factors in Implementing a Digital Strategy.
- Aligning digital transformation with long-term business goals.
- Setting measurable goals and KPIs to track the success of digital strategies.
- Risk management in digital transformation projects.

## Unit 4: Change Management in the Digital Era:

- Understanding change management principles in the context of digital transformation.
- Strategies for managing resistance to digital change within organizations.
- The role of leadership in supporting change and innovation.
- Building a change-ready culture in a digital-first world.
- Techniques for effective communication during transformation.
- Engaging and motivating employees throughout the change process.
- Training and development programs to support digital transformation initiatives.
- Overcoming common pitfalls in digital transformation projects.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

## Unit 5: Measuring and Optimizing Digital Transformation Success:

- Defining key performance indicators KPIs for digital transformation.
- Tools and techniques for measuring the impact of digital initiatives.
- Continuous improvement: learning from successes and failures.
- Aligning customer feedback with digital transformation efforts.
- Analyzing data to optimize digital transformation processes.
- Evaluating the ROI of digital investments.
- Best practices for scaling digital transformation across multiple departments.
- Future trends in digital transformation and leadership.

## Final Insights & Key Takeaways:

Effective leadership in digital transformation demands vision, strategic alignment, and adaptability. This conference empowers participants to lead digital change, embed innovation, and drive sustainable performance. By integrating technological insights with leadership practices, attendees will build the skills to guide their organizations through digital evolution. The knowledge and strategies gained here will serve as a foundation for long-term digital success.