

MARKETING & COMMUNICATION | COURSE BROCHURE

Digital Transformation of Products and Services

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course provides a comprehensive exploration of digital transformation in products and services, focusing on practical strategies, tools, and frameworks. Participants will learn to assess, design, and implement digital solutions that enhance customer experience and operational efficiency.

Organisations face increasing pressure to innovate and adapt their products and services to meet evolving customer expectations. Digital transformation is not merely a trend; it is essential for survival in a competitive landscape. Professionals tasked with leading these initiatives must understand how to integrate digital technologies effectively. This course addresses the challenges of transforming traditional offerings into digital-first solutions, ensuring relevance and responsiveness in the market. Participants will explore real-world scenarios that highlight the complexities of digital integration, enabling them to make informed decisions that drive organisational success.
Developing practical skills in assessing product and service portfolios is crucial for professionals. Participants will learn to identify digital opportunities and implement transformation strategies that enhance customer engagement and streamline operations. Through hands-on activities, they will practice designing digital solutions that meet customer needs and improve service delivery. This course equips participants with the capabilities to evaluate the impact of digital transformation on customer experience, ensuring they can contribute effectively to their organisations' strategic goals. By the end, they will be prepared to lead initiatives that foster innovation and drive continuous improvement.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of case studies, interactive workshops, and group discussions to facilitate learning. Participants will engage in scenario-based exercises that simulate real-world challenges in digital transformation. Each session culminates in a practical output, such as a digital strategy proposal or a product enhancement plan, allowing participants to apply their knowledge and skills effectively. By collaborating in teams, they will gain insights from diverse perspectives, enhancing their problem-solving abilities. Feedback sessions will also reinforce learning, ensuring that participants leave with actionable insights and a clear understanding of how to implement digital transformation strategies in their organisations. This hands-on approach ensures that learning is both practical and relevant.



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Course objectives

By the end of this course, participants will be able to:
• Analyse existing product and service offerings to identify digital transformation opportunities.
• Design a digital transformation strategy that aligns with organisational goals.
• Assess customer needs and expectations to inform product development.
• Implement digital tools and technologies to enhance service delivery.
• Evaluate the impact of digital transformation on customer experience.
• Construct a roadmap for continuous improvement in digital products and services.

Target audience

This course is suitable for:
• Product Managers responsible for product development and innovation.
• Service Designers focused on enhancing customer experiences.
• Digital Transformation Leaders overseeing technology integration.
• Business Analysts analysing market trends and customer feedback.
• Marketing Professionals aiming to leverage digital channels for engagement.

Target competencies

Participants will develop competencies in:
• Conducting market analysis to identify digital trends.
• Developing customer-centric digital solutions.
• Implementing agile methodologies for product development.
• Utilising data analytics to inform decision-making.
• Facilitating cross-functional collaboration for transformation initiatives.
• Managing stakeholder expectations during digital transitions.

Course outline

Day 1: Understanding Digital Transformation

Applied activity: Participants will assess their organisation's current digital maturity and identify gaps in product and service offerings. Using a digital maturity framework, they will analyse strengths and weaknesses to propose initial transformation opportunities, focusing on actionable insights for improvement.
Output: Digital maturity assessment report with identified opportunities and initial recommendations.

09:00–09:54	Define digital transformation and its relevance to products and services in various sectors.



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09:54–10:48	Explore key drivers of digital transformation, including technological advancements and market demands.
10:48–11:00	Identify common challenges organisations face during transformation, such as resistance to change and skill gaps.
11:00–11:30	**Coffee break**
11:30–12:12	Identify common challenges organisations face during transformation, such as resistance to change and skill gaps. (continued)
12:12–13:06	Examine successful case studies of digital transformation across different industries, highlighting best practices.
13:06–14:00	Discuss the role of leadership in driving digital change and fostering a culture of innovation.

Day 2: Customer-Centric Product Design

Applied activity: In small groups, participants will create customer personas and journey maps for a selected product, identifying key touchpoints and areas for digital enhancement. They will present their findings to the class for feedback, focusing on actionable design improvements.
Output: Customer personas and journey maps for a selected product, highlighting key insights and recommendations.

09:00–09:54	Explore methods for gathering customer insights and feedback through surveys and interviews.
09:54–10:48	Utilise design thinking principles to enhance product development and ensure user-centric solutions.
10:48–11:00	Create detailed customer personas to inform product features and service enhancements.
11:00–11:30	**Coffee break**
11:30–12:12	Create detailed customer personas to inform product features and service enhancements. (continued)
12:12–13:06	Develop comprehensive customer journey maps to identify pain points and opportunities for digital improvements.
13:06–14:00	Assess the role of user experience (UX) in digital products and its impact on customer satisfaction.



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Day 3: Digital Tools and Technologies

Applied activity: Participants will research and select a digital tool or technology relevant to their organisation's transformation goals. They will prepare a presentation outlining its benefits, implementation challenges, and potential impact on products or services, considering real-world applications.
Output: Presentation on selected digital tool or technology, including analysis of benefits and challenges.

09:00–09:54	Identify key digital tools and technologies for product development, including cloud services and AI applications.
09:54–10:48	Explore the role of artificial intelligence and machine learning in enhancing services and automating processes.
10:48–11:00	Discuss cloud computing and its impact on product scalability and flexibility in service delivery.
11:00–11:30	**Coffee break**
11:30–12:12	Discuss cloud computing and its impact on product scalability and flexibility in service delivery. (continued)
12:12–13:06	Examine the importance of cybersecurity in digital transformation and protecting customer data.
13:06–14:00	Evaluate the integration of IoT in product offerings and its potential to enhance user experience.

Day 4: Implementing Digital Transformation Strategies

Applied activity: Working in teams, participants will create a digital transformation strategy for a fictional company, detailing implementation steps, KPIs, and change management approaches. They will present their strategy to the class for critique, focusing on feasibility and impact.
Output: Digital transformation strategy document, including implementation plan and KPIs.

09:00–09:54	Develop a step-by-step approach to implementing digital transformation, including stakeholder engagement and resource allocation.
09:54–10:48	Explore agile methodologies for iterative product development and rapid prototyping.
10:48–11:00	Identify key performance indicators (KPIs) for measuring success and tracking progress during transformation initiatives.
11:00–11:30	**Coffee break**
11:30–12:12	Identify key performance indicators (KPIs) for measuring success and tracking progress during transformation initiatives. (continued)



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12:12–13:06	Discuss change management strategies to support transformation initiatives and mitigate resistance.
13:06–14:00	Evaluate the role of training and development in successful implementation and fostering a digital culture.

Day 5: Evaluating and Sustaining Transformation

Applied activity: Participants will conduct a mock evaluation of a digital transformation initiative, analysing its outcomes based on KPIs and customer feedback. They will propose adjustments for future iterations to enhance effectiveness and ensure alignment with strategic goals.
Output: Evaluation report with recommendations for future improvements and strategic adjustments.

09:00–09:54	Assess the impact of digital transformation on business performance using quantitative and qualitative metrics.
09:54–10:48	Explore methods for continuous improvement in digital products and services, including feedback loops and iterative testing.
10:48–11:00	Discuss the importance of customer feedback loops post-implementation to refine offerings.
11:00–11:30	**Coffee break**
11:30–12:12	Discuss the importance of customer feedback loops post-implementation to refine offerings. (continued)
12:12–13:06	Identify strategies for sustaining digital innovation and adapting to changing market conditions.
13:06–14:00	Evaluate future trends in digital transformation and their implications for products and services.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Barcelona Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,840.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Vienna Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,940.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

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