

Programma: Value Creation

Datum: 21 maart 2023 (ontvangst met lunch)
Locatie: Rosarium Amstelpark 1, Europaboulevard, 1083 HZ AMSTERDAM
Door: Bain & Company, Erik Pot

- 12.00** **Lunch**
- 13.00** **Welcome and introductions**
- Introductions
- Objectives and expectations
- Timing and agenda
- 13:15** **Value creation plans**
- What do we mean by Value Creation Planning (and why should we care)?
- What types of VCPs exist?
- Key elements of a VCP
- 14:00** **Break**
- 14:15** **The backbone of a VCP: must-have insights and bold ideas**
- The unvarnished truth on the asset's starting point
- Thinking future back: the direction for the industry and resulting potential opportunities
- 15:15** **Break**
- 15:30** **The core of the VCP: vision and choices**
- Guardrails and ambition
- Engine 1 and Engine 2: how to balance adjacency growth
- Priority initiatives
Case example: Price Perception within Travel & Leisure
- 16.30** **Putting it all together: strategy on a page**
- 16:45** **Evaluation and wrap-up**

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Datum: 4 april 2023 (aansluitend een borrel)
Locatie: Rosarium Amstelpark 1, Europaboulevard, 1083 HZ AMSTERDAM
Door: Bain & Company, Erik Pot

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| 13.00 | Welcome |
| 13.15 | Quick summary of the first session
Key elements of value creation planning |
| 13:30 | Turning the plan into action: creating a flexible roadmap <ul style="list-style-type: none">- Delivery and development agenda- Sequencing the transformation roadmap- Waves and stepping stones |
| 14:15 | Break |
| 14:30 | Achieving fast results: micro-battles and quick wins <ul style="list-style-type: none">- What are micro-battles?- How to amplify the impact |
| 15:15 | Break |
| 15:30 | ESG as core element of value creation plans <ul style="list-style-type: none">- The importance of ESG in investing- How ESG drives value creation opportunities- Examples of how sustainability leadership can drive financial returns |
| 16.30 | Summary and evaluation |
| 17.00 | Drinks |