

# Digital Masterminds executive workshop

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A one-day workshop at the beautiful Lanzerac that will give you the tools and insights you need to play a key leadership role in digitally enabling your organisation

Feeling left behind by the digital natives? Overwhelmed by the onrush of new digital tools and platforms?

Kick start your digital leadership plan (or brush up on your executive-level digital expertise) by joining the University of Stellenbosch Business School and Red & Yellow for a day-long digital masterclass at the stunning Lanzerac wine estate.

The Digital Masterminds workshop will expose you to top digital thought leaders and give you the tools to integrate digital effectively into every aspect of your business.

"Digital" is not just mobile apps and social media profiles - it's a massive category of tools, processes, approaches and strategies that can impact any part of a business. Today's savvy business champions need to ensure that digital competence and leadership are an inherent part of their strategies - whether they are responsible for marketing, operations, HR, processes or even product development.

The Digital Masterminds workshop will include some incredibly insightful talks:

- Digital agency pioneer Rob Stokes on digital marketing trends and future approaches
- IT consultant and lecturer Martin Butler on aligning resources for your digital enterprise
- Digital entrepreneur Heleen Mills on boosting your business's processes with digital tools
- Informatics professor Johannes Cronje on becoming a digital-friendly business inside and out

The experts will also join digital thought leader Di Charton on an interactive panel, where participants can get their burning questions answered by South Africa's top digital experts.

Book your seat today - limited spots available!

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**Red & Yellow**



The Red & Yellow School offers bespoke training solutions to meet your specified needs or the needs of your company. Equip yourself today.

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