# Agenda

**Thought Leadership Summit on Digital Strategies**  
October 4, 2004

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**“Managing the Organizational Impact of Global Operations”**

**Monday, October 4**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<td>7:45–8:15 A.M.</td>
<td>Continental Breakfast</td>
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| 8:15–8:30 A.M. | Welcome and Introductions  
*Hans Brechbühl, Executive Director*  
*Center for Digital Strategies, Tuck School of Business*  
*Ron Ricci, VP, Corporate Positioning, Cisco Systems, Inc.*  
Moderator’s Kick-Off  
*Witold Henisz, The Wharton School* |
| 8:30–9:45 A.M. | Session 1  
*Globalization: Defining the Opportunity and the Operational Challenge* |
| 9:45–10:10 A.M. | Break |
| 10:10 A.M.–12:00 P.M. | Session 2  
*Best Practices in Managing Global Operations* |
| 12:00 A.M.–1:00 P.M. | Lunch |
| 1:00–2:00 P.M. | Breakout Session  
*Offshoring/Outsourcing*  
or  
*Identity: Subsidiary, Host Country, Corporate and Home Country* |
| 2:00–3:00 P.M. | Session 3  
*Moving Forward – The Challenges Yet to Come* |
| 3:00–3:20 P.M. | Break |
| 3:20–4:15 P.M. | Session 4  
*Summary and Opportunities for Further Research* |
| 4:15–6:00 P.M | Cocktail Reception (Thought Leadership Summit) |
| 6:00 P.M. | Cocktail Reception (Vortex Conference) |