

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

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

**Monday, October 4**

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