




2018 UPCOMING PROGRAMS

February	SENIOR EXECUTIVE PROGRAM FOR THE TRAVEL INDUSTRY A new understanding of leadership in Travel & Tourism In partnership with 	 Location Hong Kong New York Mallorca	 Duration 3 weeks	 Dates 5-8 February 9-13 April 4-8 June	 Format Onsite English	 Audience 20-25 CEOs & Senior Executives	 Certificate Certificate from IESE Business School & JSF T&T School
							
May	DIGITAL TRANSFORMATION: DISRUPTING THE TRAVEL ECOSYSTEM Transform your digital strategy to lead in travel & tourism	 Location Cancún, México	 Duration 3 days	 Dates 9-11 May	 Format Onsite Spanish	 Audience 20-25 Executives	 Certificate Certificate from JSF T&T School
	BIG DATA & BUSINESS ANALYTICS IN TRAVEL Position yourself & your business for the reality of big data, as a competitive advantage in the commercial landscape	 Location Mallorca	 Duration 3 days	 Dates 23-25 May	 Format Onsite Spanish	 Audience 20-25 Executives	 Certificate Certificate from JSF T&T School
June	RETHINKING CUSTOMER EXPERIENCE Make your organization grow through a fluid customer transformational experience	 Location Madrid	 Duration 3 days	 Dates 20-22 June	 Format Onsite Spanish	 Audience 20-25 Executives	 Certificate Certificate from JSF T&T School
	TRAVEL DISTRIBUTION STRATEGY Implement innovative solutions to face the challenges in the global travel distribution marketplace	 Location Cancún, México	 Duration 4 days	 Dates 11-14 September	 Format Onsite Spanish	 Audience 20-25 Executives	 Certificate Certificate from JSF T&T School
September	GROWTH STRATEGIES IN TRAVEL & TOURISM Create & lead strategies for growth in a highly competitive and dynamic environment	 Location London	 Duration 2 days	 Dates 26-27 September	 Format Onsite English	 Audience 20-25 Executives	 Certificate Certificate from JSF T&T School

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Month	Program Title	Location	Duration	Dates	Format	Audience	Certificate
October	TRAVEL DISTRIBUTION STRATEGY Implement innovative solutions to face the challenges in the global travel distribution marketplace	Mallorca	3 days	23-26 October	Onsite Spanish	20-25 Executives	Certificate from JSF T&T School
	BIG DATA & BUSINESS ANALYTICS IN TRAVEL Position yourself for the reality of big data, as a competitive advantage in your business strategy	Abu Dhabi	3 days	13-15 November	Onsite English	20-25 Executives	Certificate from JSF T&T School
November	DIGITAL TRANSFORMATION: DISRUPTING THE TRAVEL ECOSYSTEM Transform your digital strategy to lead in travel & tourism	Madrid	3 days	23-26 November	Onsite Spanish	20-25 Executives	Certificate from JSF T&T School
	DIGITAL TRANSFORMATION: DISRUPTING THE TRAVEL ECOSYSTEM Transform your digital strategy to lead in travel & tourism	Hong Kong	3 days	12-14 December	Onsite English	20-25 Executives	Certificate from JSF T&T School
December	DIGITAL TRANSFORMATION: DISRUPTING THE TRAVEL ECOSYSTEM Transform your digital strategy to lead in travel & tourism	Hong Kong	3 days	12-14 December	Onsite English	20-25 Executives	Certificate from JSF T&T School

ABOUT JSF



JSF Travel & Tourism School is a global and transversal initiative whose mission is to attract talent for the tourism sector and promote its development. We are focusing on executive education for senior executives as well as innovative and transformational programs that add value to you immediately upon leaving the class.

We are currently developing a portfolio of focused programs designed exclusively for the travel sector, for more information, please do not hesitate to get in touch, we would love to explain our forthcoming programs in detail. Email us at admissions@jsftraveltourism.org or call us on +34 871 159 983.

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