BLACKBIRD FOR TRAINING

The Digital Economy and Intangible Asset Challenges

27 September – 1 October 2027
Barcelona (Spain)



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Introduction

In the age of rapid digital transformation, intangible assets such as intellectual property, data, and digital platforms have become the major source of value for businesses. However, professionals in managing intangible assets face significant challenges related to valuing these assets accurately and understanding the impact of digital transformation on the market. This course aims to explore the effects of the digital economy on intangible assets, how to manage and value these assets in the face of ongoing digital changes, and the strategies to overcome these challenges.

Through this course, participants will gain practical knowledge on how to tackle the issues arising from the valuation and management of intangible assets in the digital business environment. The course will also cover tools, strategies, and best practices to help businesses excel in the digital economy by effectively managing their intangible assets.

Course Objectives

- Understand the Impact of the Digital Economy on Intangible Assets: Gain insights into how digital transformations impact intangible assets.
- Learn Valuation Strategies: Discover how to value intangible assets such as data, intellectual property, and digital platforms in the digital economy.
- Explore Challenges in Intangible Asset Management: Understand the unique challenges that companies face when managing intangible assets in the digital age.
- Manage Risks and Ensure Compliance: Learn how to allocate risks and ensure compliance with regulations in the digital economy.
- Apply Effective Strategies: Get to know the tools and techniques used for managing and valuing intangible assets in the digital business world.

Course Outlines

Day 1: Introduction to the Digital Economy and Intangible Assets



- Understanding the Digital Economy
    - Definition of the digital economy and its impact on various industries.
    - Digital transformation in business: Challenges and opportunities.
    - The role of intangible assets in the digital economy e.g., data, software, intellectual property.
- Concepts of Intangible Assets
    - Definition and examples of intangible assets.
    - How intangible assets differ from tangible assets in terms of valuation and management.
    - Classification of intangible assets in the digital economy context.

Day 2: Challenges in Valuing Intangible Assets in the Digital Economy

- Main Challenges in Valuing Intangible Assets
    - The difficulty of valuation is due to a lack of data and market comparables.
    - Uncertainty in forecasting future benefits of intangible assets.
    - Challenges in determining the value of digital assets such as data and platforms.
- Modern Valuation Methodologies
    - Traditional versus modern approaches to valuing intangible assets in the digital age.
    - Income-based approaches and their application to intangible assets.
    - New valuation techniques such as big data analysis and artificial intelligence.
    - Case studies on the valuation of digital assets.

Day 3: Risk Allocation in the Digital Economy



- Risk Allocation for Intangible Assets
    - The importance of risk allocation in transactions involving intangible assets.
    - Risk strategies in digital projects.
    - Risks associated with data, intellectual property, and digital platforms.
- Legal and Regulatory Challenges in Risk Allocation
    - Data protection laws, intellectual property rights, and legal risks in digital businesses.
    - How to allocate risks to ensure compliance with local and international regulations.

Day 4: The Impact of Digital Transformation on Companies and Intangible Assets

- Business Model Transformation in the Digital Age
    - The impact of the digital economy on traditional business models.
    - How companies are reshaping their value through digital assets.
    - The role of digital platforms in transforming the economy and creating intangible assets.
- Case Studies on Digital Companies
    - Real-world examples of how companies manage intangible assets in the digital age.
    - Analysis of how companies innovate and protect digital assets.

Day 5: Strategies for Managing Intangible Assets in the Digital Economy



- Best Practices in Managing Intangible Assets
    - Strategies for managing intangible assets in the digital business world.
    - The importance of innovation and protecting digital assets.
    - Techniques and tools to preserve the value of intangible assets in the digital economy.
- Compliance and Regulation of Intangible Assets
    - Ensuring compliance with the best regulatory standards for managing intangible digital assets.
    - Strategies for organizing and protecting data and intellectual property in digital business practices.
- Course Review and Conclusion
    - Recap of the key takeaways from the course.
    - How to apply the knowledge gained in real-world business contexts.
    - Q&A session for clarification and practical applications.

Why Attend This Course: Wins & Losses!

Attending this course will provide professionals with an in-depth understanding of the digital economy's impact on intangible assets and the challenges associated with managing and valuing these assets. By participating, you will:

- Win in Asset Valuation: Learn how to accurately value intangible assets such as data, intellectual property, and digital platforms.
- Win in Risk Management: Master strategies for allocating risks related to intangible assets in digital business environments.
- Avoid Potential Losses: Minimize risks of non-compliance with legal and regulatory requirements concerning digital assets.
- Achieve Strategic Advantage: Gain the skills needed to unlock the full potential of intangible assets in the evolving digital economy.



Conclusion

By the end of this 1-week course, participants will have developed a comprehensive understanding of how the digital economy impacts the management and valuation of intangible assets. They will have learned about the unique challenges posed by digital transformations and how to manage risks and ensure compliance effectively. Equipped with practical tools and strategies, participants will be able to make informed decisions and create a competitive advantage by managing intangible assets in a rapidly changing digital landscape.

We look forward to helping you enhance your skills and knowledge on how to capitalize on intangible assets in the digital age.

