



ALPHA
MEDIA

Corporate Immersion Program 2025

Dubai, UAE



Corporate Immersion Programs

The Corporate Immersion Programs are transformative learning journeys designed bringing together academia, industry, and culture through global educational experiences. Developed in partnership with leading universities, corporations, and innovation hubs worldwide, each program immerses participants in dynamic business ecosystems and creative capitals — where ideas, leadership, and innovation converge.

Through curated experiences, executive workshops, and cultural engagement, participants gain deep insight into how creativity, technology, and strategy intersect to shape the future of business and society. Each destination offers a distinct perspective while sharing a common goal: to empower participants to lead with confidence, creativity, and global vision.

Program Destinations

Empowering Leaders of Tomorrow: Team Development, Leadership & AI Readiness – Dubai, UAE

A flagship five-day experience focusing on building high-performing teams, mastering leadership in digital environments, and embracing the power of artificial intelligence for organizational growth.

Digital Transformation Program – Chicago, USA

Explore how data, AI, and innovation transform organizations. Through industry visits and workshops, participants develop strategic digital leadership and adaptability for the modern economy.



Fashion Residential Program – Milan, Italy

Discover sustainability, creative direction, and fashion entrepreneurship within the heart of Europe’s fashion capital. Engage directly with design studios and industry experts shaping tomorrow’s trends.

Luxury Residential Program – Paris, France

Delve into the essence of luxury and refinement. Participants learn how heritage brands evolve through storytelling, experience design, and innovation in the digital era.

Classical Leadership in the Modern World – Athens, Greece

Reflect on timeless leadership philosophies inspired by ancient Greek thought, linking ethical decision-making and emotional intelligence with today’s global management challenges.



About the Program Leader

Prof. Evangelos Moustakas is a distinguished academic leader and strategist whose career bridges higher education, innovation, and the creative industries across Europe and the Middle East.

A PhD graduate of Middlesex University London, he has served as Dean, Executive Director, and Head of Executive Education at leading international universities, shaping programs that integrate creativity, digital transformation, and leadership development.

As Founder and CEO of Alpha Media Digital, Prof. Moustakas has built a global platform connecting students, professionals, and organizations through experiential programs that turn knowledge into action. His philosophy of learning is rooted in innovation, collaboration, and impact — inspiring participants to think boldly, act purposefully, and lead globally.



Program Overview

The five-day intensive Corporate Immersion Program (CIP) was meticulously designed for entrepreneurs, startup founders, and innovation-driven professionals seeking to strengthen their leadership capabilities, enhance team performance, and integrate Artificial Intelligence (AI) into their daily operations.

Blending expert-led sessions, experiential workshops, and AI-powered tools, the program offered a holistic and forward-looking learning journey that combined academic depth with practical, real-world application. Each day focused on a key dimension of professional growth — from leadership essentials and entrepreneurship to innovation, business incubation, and digital transformation — delivered through interactive workshops hosted at leading institutions and innovation hubs across Dubai, including Google Headquarters, Heriot-Watt University’s EBS Incubator, the Dubai Technology Entrepreneur Campus (Dtec), and In5 Innovation Center.

Beyond the classroom, participants immersed themselves in the cultural and technological heartbeat of the UAE, gaining insight into the region’s visionary spirit and dynamic transformation. The visit to the Museum of the Future offered a powerful exploration of the technologies shaping humanity’s next era, from AI and robotics to sustainability and space science. The Al Fahidi Historical Neighborhood connected participants to Dubai’s authentic heritage and its remarkable journey from tradition to innovation. At the Arte Museum in Dubai Mall, they experienced the fusion of art, technology, and emotion through immersive digital installations, while the Dubai Fountain show at the base of the Burj Khalifa provided an inspiring conclusion to the cultural journey, symbolizing the city’s ambition and creative energy.

Building High-Performance Teams

This session explored the key elements that define high-performing, collaborative, and resilient teams capable of thriving in fast-paced and evolving environments. Participants were guided through the foundational principles of trust, communication, and psychological safety, discovering how these elements drive engagement, creativity, and long-term success.





Through a series of interactive activities and reflective exercises — including Getting to Know You sessions, 101 Card Expressions, and the Belbin Team Role assessment — participants developed a deeper awareness of how individual strengths and diverse personalities contribute to team synergy. The session highlighted that high-functioning teams are built on openness, empathy, and a willingness to learn from both success and failure.

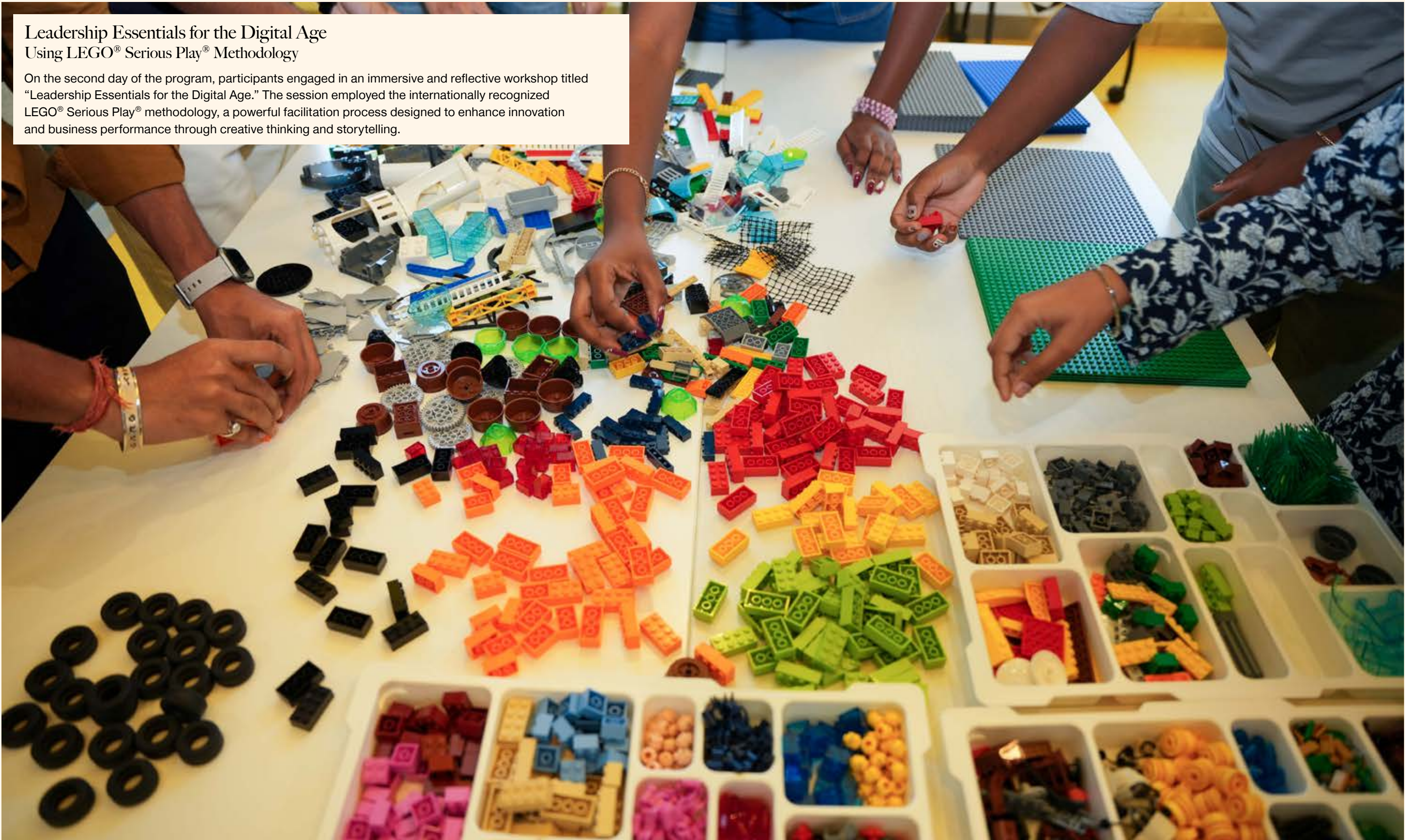
Drawing on established frameworks such as Tuckman's Stages of Team Development and Adair's Action-Centred Leadership, the workshop effectively connected theory with hands-on practice. Participants engaged in real-world simulations, analyzed leadership behaviors, and designed actionable strategies for building trust, accountability, and collaboration across in-person and remote settings.

By the end of the program, participants had gained practical tools and insights to enhance group performance, align personal and organizational values, and lead with authenticity, confidence, and purpose.



Leadership Essentials for the Digital Age
Using LEGO® Serious Play® Methodology

On the second day of the program, participants engaged in an immersive and reflective workshop titled “Leadership Essentials for the Digital Age.” The session employed the internationally recognized LEGO® Serious Play® methodology, a powerful facilitation process designed to enhance innovation and business performance through creative thinking and storytelling.



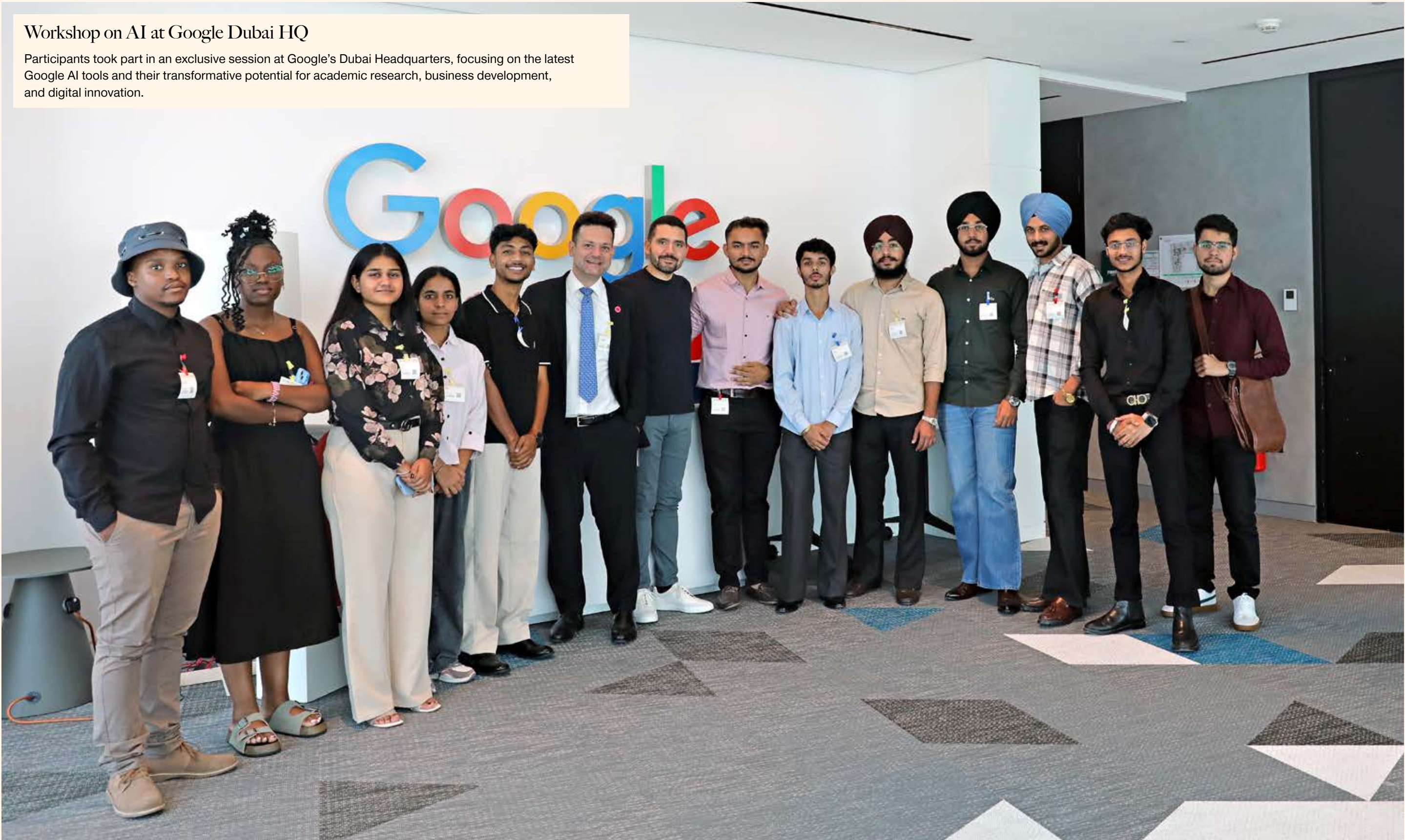


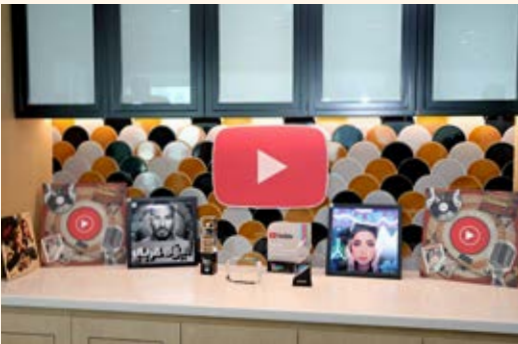
Guided by certified LEGO® Serious Play® facilitators, participants explored their individual leadership styles, reflecting on their values, decision-making patterns, and responses to complex challenges. Through hands-on building exercises, they constructed tangible models that represented their leadership identities, communication dynamics, and visions for effective team collaboration in a rapidly changing digital landscape.

The workshop emphasized adaptive and authentic leadership, encouraging participants to align their personal strengths with the evolving needs of diverse and cross-functional teams. This interactive experience not only deepened their understanding of leadership in the digital era but also fostered empathy, creativity, and strategic thinking—key qualities for leading with impact in today’s interconnected world.

Workshop on AI at Google Dubai HQ

Participants took part in an exclusive session at Google’s Dubai Headquarters, focusing on the latest Google AI tools and their transformative potential for academic research, business development, and digital innovation.





The workshop featured hands-on demonstrations led by Google experts, showcasing Gemini, NotebookLM, Deep Research by Google, and AI-powered analytics. Attendees discovered how these advanced tools can transform research and business practices — from conducting multi-step analysis and data synthesis to enhancing productivity, market intelligence, and decision-making. Practical applications were explored across automation, content generation, data visualization, and strategic planning, with a strong emphasis on ethical and sustainable AI integration.

In addition to the workshop, participants enjoyed a guided tour of the Google Offices in Dubai, gaining an inside look at Google's creative workspaces, collaborative culture, and innovation-driven environment that inspires global impact.

The experience offered a unique opportunity to engage with Google's innovation ecosystem and explore how AI can empower learning, creativity, and enterprise growth across industries.

Entrepreneurship Workshop at Dubai Technology Entrepreneur Campus (Dtec)

On Day 4, participants immersed themselves in an inspiring Entrepreneurship Workshop hosted at the Dubai Technology Entrepreneur Campus (Dtec) – the region’s largest hub dedicated to startups, innovation, and creative entrepreneurship.





The session invited participants to reimagine the way they work, think, and innovate in an increasingly digital and entrepreneurial economy. Through interactive exercises and guided discussions, they explored the fundamental building blocks of entrepreneurship — from identifying market opportunities and developing scalable business models to leveraging emerging technologies and fostering an agile mindset. Facilitators emphasized the importance of creative problem-solving, collaboration, and resilience, while highlighting Dubai’s vibrant startup ecosystem as a global platform for innovation and growth. Participants also toured the state-of-the-art Dtec workspace, gaining firsthand exposure to the collaborative environment where entrepreneurs, investors, and tech innovators come together to shape the future of business.

This workshop served as a dynamic bridge between theory and practice, empowering participants to transform ideas into actionable ventures and to lead with entrepreneurial vision in any professional context.

Entrepreneurship Workshop at Heriot-Watt University Dubai



The session explored the fundamentals of business incubation, startup development, and innovation ecosystems, providing participants with practical tools to understand how new companies are formed, funded, and scaled. Under the mentorship of experienced facilitators, participants had the opportunity to pitch their own startup ideas, receive constructive feedback, and refine their business concepts.

Inspiring entrepreneurs shared their personal journeys, offering valuable insights into the realities of launching and managing a business — from early challenges and funding hurdles to moments of breakthrough and growth. The interactive discussions encouraged participants to think creatively, embrace risk, and develop an entrepreneurial mindset grounded in perseverance and innovation.

The workshop provided a unique bridge between academic learning and real-world entrepreneurship, inspiring participants to view innovation not only as a career path but as a mindset essential for leadership in the modern economy.

Alumni Network



Rajveer kaur



Lebohang MatJeane



Preeti



Nthomeng Tabetha Nkhasi



Rohan Ketankumar Rughani



Sujal Dhawan



Mitesh Garg



Annan Alimran Munshi



Navdeep Singh



Charanjot Singh



Harshpreet Singh



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