

CORPORATE IMMERSION PROGRAM 2026

April 27th-May 1st
Dubai, UAE



ALPHA
MEDIA

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.

Dubai program overview

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

Blending expert-led sessions, experiential workshops, and AI-powered tools, the program offers a holistic and forward-looking learning journey that combines academic depth with practical, real-world application. Each day focuses 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, Dubai Technology Entrepreneur Campus (Dtec), In5 Innovation Center, G42, and Hub71.

Beyond the classroom, participants immerse themselves in the cultural and technological heartbeat of the UAE, gaining insight into the region's visionary spirit and dynamic transformation. Visits include the Museum of the Future, Al Fahidi Historical Neighborhood, and the Arte Museum at Dubai Mall, as well as the Dubai Fountain Show, offering inspiration and a cultural connection to Dubai's journey from tradition to innovation.

The program also extends to Abu Dhabi, where participants visit the Louvre Museum Abu Dhabi, exploring art, creativity, and cultural dialogue on a global scale.



Key learning sessions



Building High-Performance Teams

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

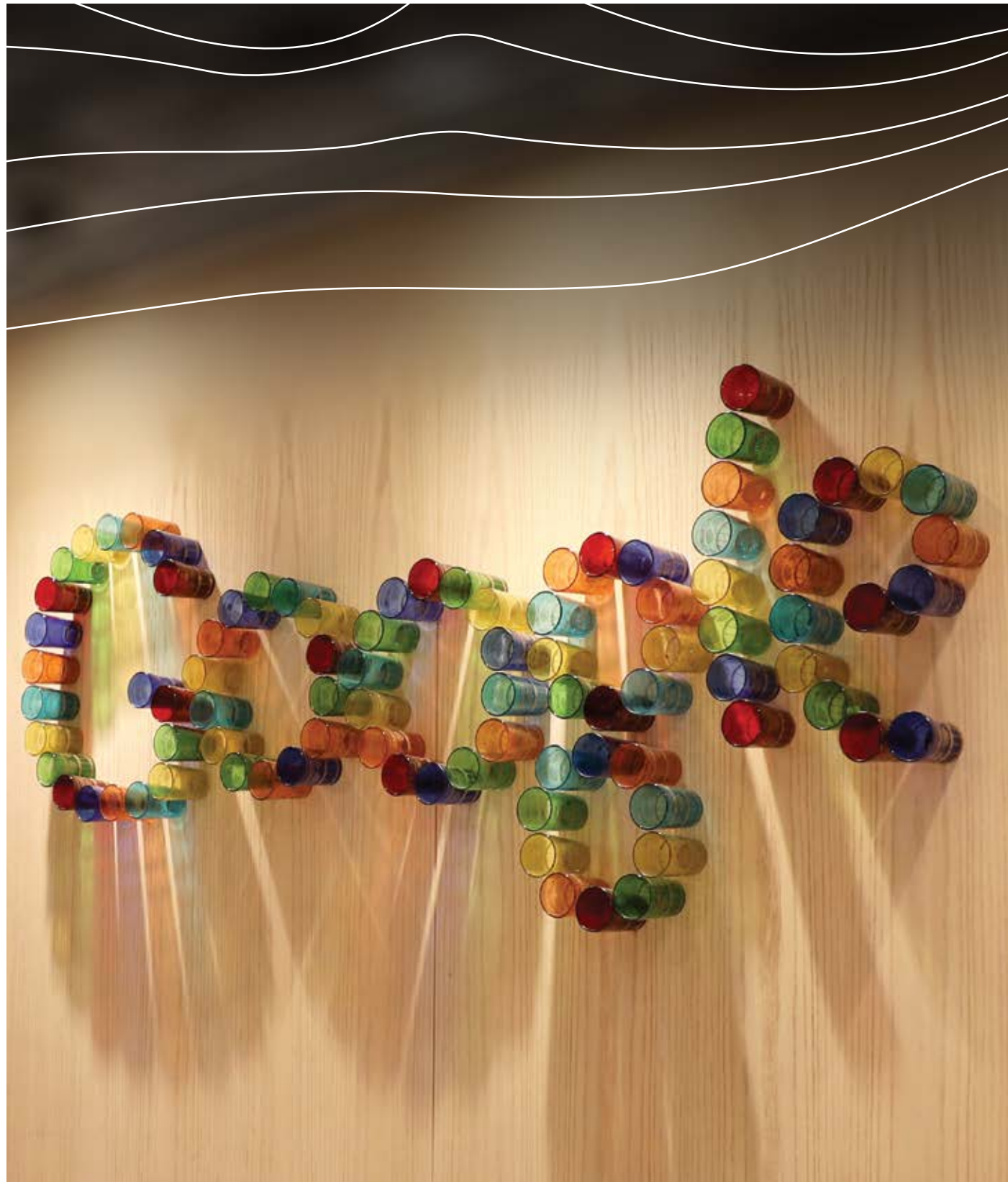
Through interactive activities such as Getting to Know You sessions, Card Expressions, and the Belbin Team Role Assessment, participants develop a deeper awareness of how individual strengths and diverse personalities contribute to team synergy. The workshop connects theory with hands-on practice, helping participants design strategies for trust, accountability, and collaboration across both in-person and remote settings.



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

Participants engage in a reflective workshop that employs the internationally recognized LEGO® Serious Play® methodology to enhance innovation and business performance through creative thinking and storytelling.

Guided by certified facilitators, participants explore their individual leadership styles, reflect on their values and decision-making, and construct tangible models that represent their leadership identities and visions for collaboration in the digital age. This experience fosters empathy, creativity, and strategic thinking – key qualities for impactful leadership in an interconnected world.



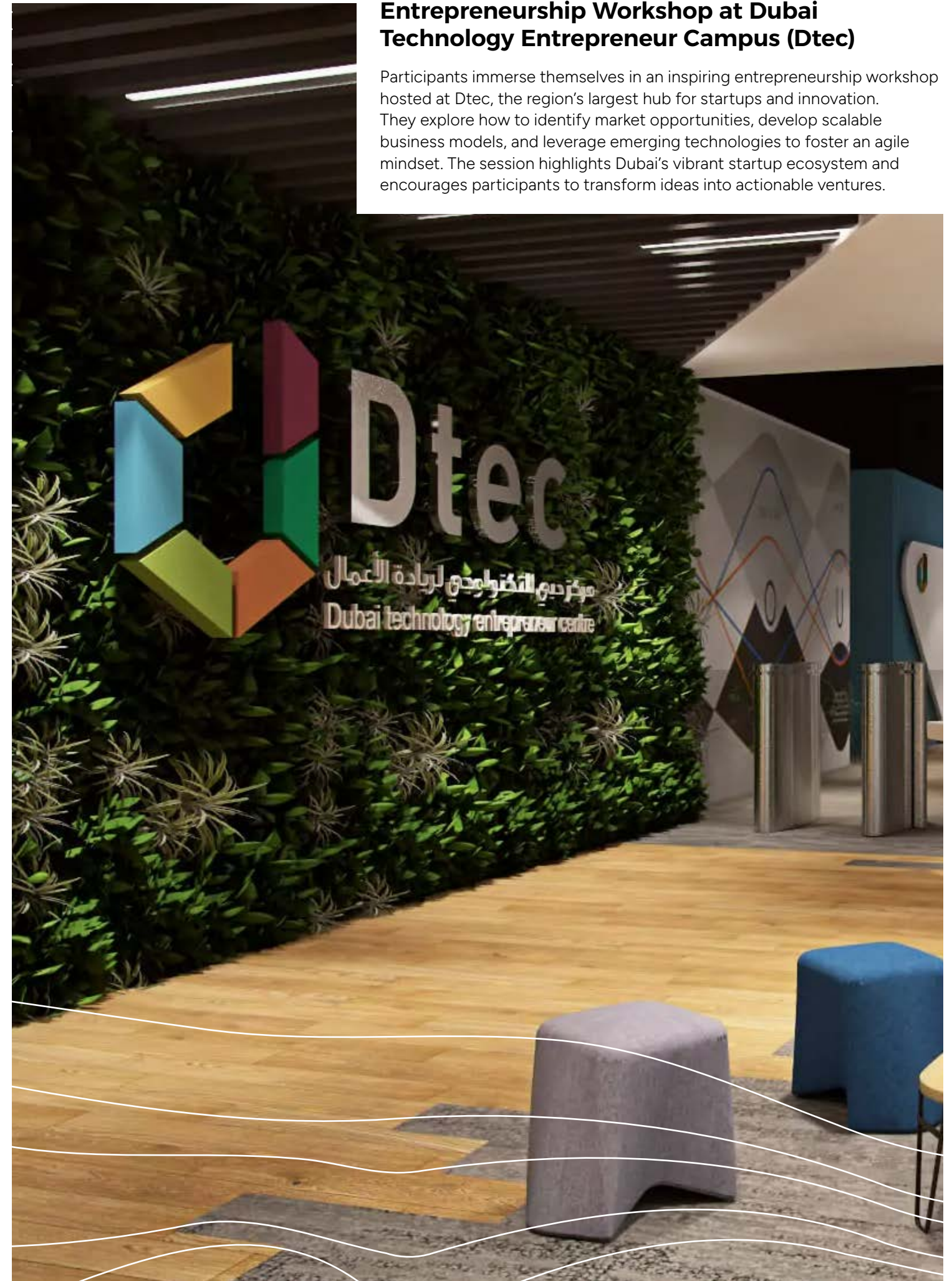
AI Workshop at Google Dubai HQ

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

Hands-on demonstrations led by Google experts showcase Gemini, NotebookLM, Deep Research, and AI-powered analytics. Participants discover how these tools transform research and business practices—from data analysis and content generation to market intelligence and decision-making—while emphasizing ethical and sustainable AI integration.

Entrepreneurship Workshop at Dubai Technology Entrepreneur Campus (Dtec)

Participants immerse themselves in an inspiring entrepreneurship workshop hosted at Dtec, the region's largest hub for startups and innovation. They explore how to identify market opportunities, develop scalable business models, and leverage emerging technologies to foster an agile mindset. The session highlights Dubai's vibrant startup ecosystem and encourages participants to transform ideas into actionable ventures.



Innovation and Incubation Workshop at Heriot-Watt University Dubai

This session explores the fundamentals of business incubation, startup development, and innovation ecosystems. Participants pitch their ideas, receive professional feedback, and refine their concepts under the mentorship of industry experts.

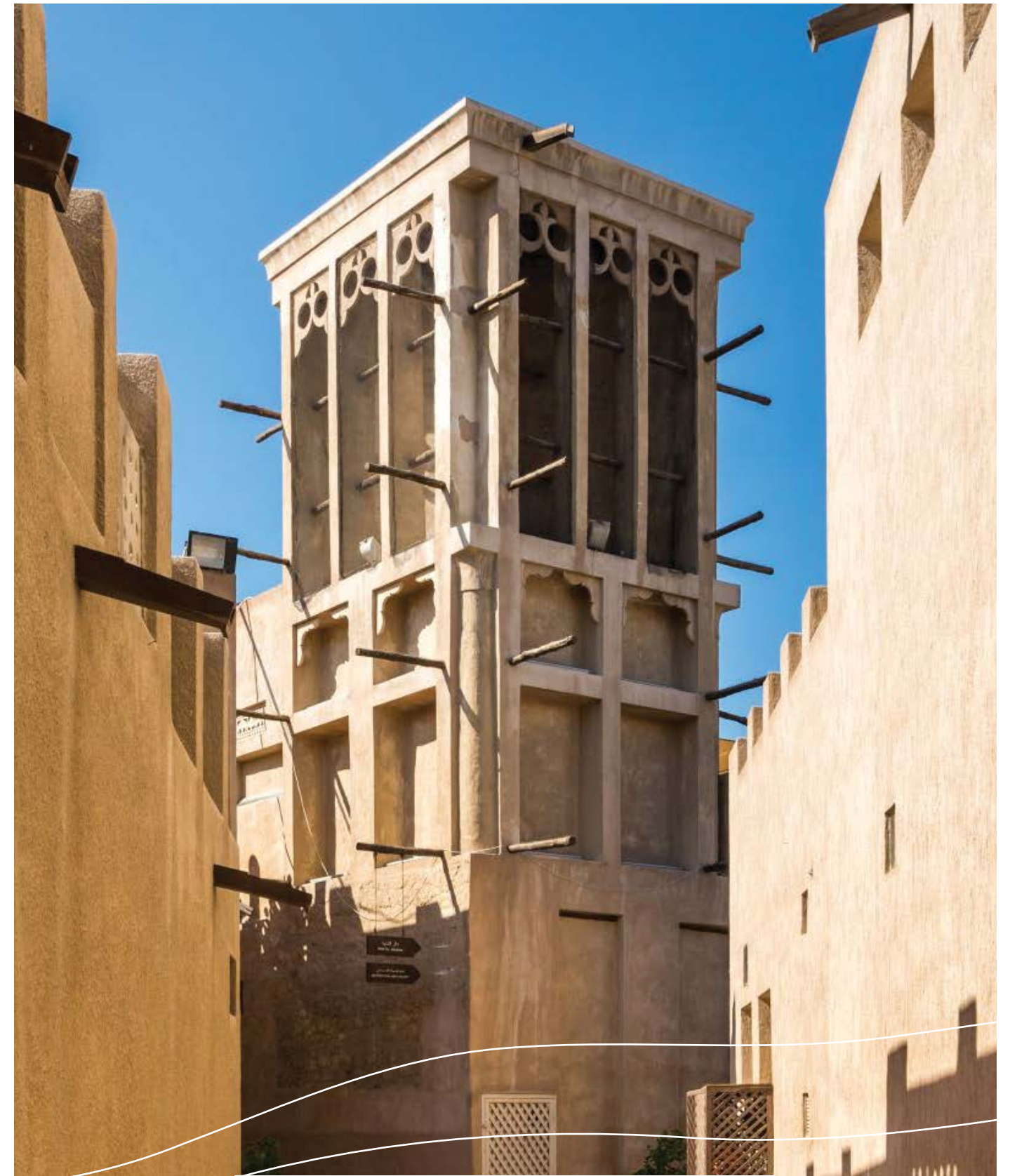
Through discussions and case studies, they gain insights into the realities of entrepreneurship –from funding challenges to sustainable growth– and develop the mindset needed for leadership in the modern economy.





Museum of the Future, Dubai

A global icon of innovation and design, the Museum of the Future showcases how technology, sustainability, and creativity will shape the coming decades. Through immersive experiences and futuristic exhibits, visitors explore humanity's next frontiers – from AI and robotics to space exploration and bioengineering. It's not just a museum; it's a gateway to tomorrow's world, inspiring imagination and bold ideas.



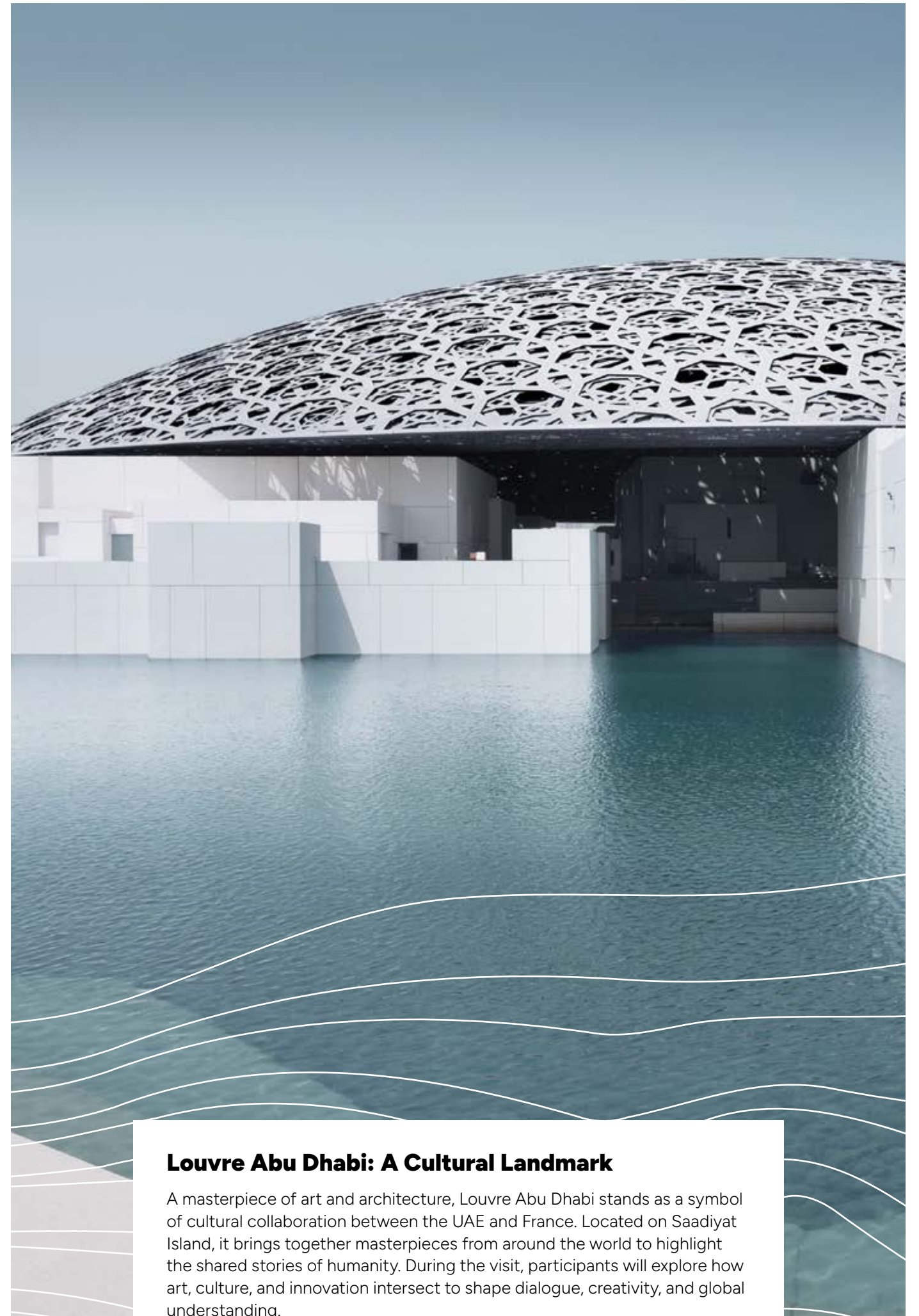
Al Fahidi Historical District, Dubai

One of Dubai's oldest heritage sites, Al Fahidi offers a glimpse into the city's life before the modern skyscrapers. Its narrow lanes, wind towers, and traditional courtyards tell stories of Emirati culture, trade, and community life. Today, it hosts museums, art galleries, and cultural centers – blending history, creativity, and authenticity in every corner.



Arte Museum, Dubai Mall

An immersive digital art space, Arte Museum transforms art and nature into breathtaking sensory experiences. Through large-scale projections, soundscapes, and light, visitors are transported into dynamic worlds of beauty and imagination. Located in Dubai Mall, it's a fusion of technology and art that inspires reflection, wonder, and creativity.



Louvre Abu Dhabi: A Cultural Landmark

A masterpiece of art and architecture, Louvre Abu Dhabi stands as a symbol of cultural collaboration between the UAE and France. Located on Saadiyat Island, it brings together masterpieces from around the world to highlight the shared stories of humanity. During the visit, participants will explore how art, culture, and innovation intersect to shape dialogue, creativity, and global understanding.

For more information:

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