

# SMART CITY MASTER CLASSES

## PROFESSIONALS, PRACTITIONERS, POLICY MAKERS AND EXECUTIVES

JOIN OUR THREE-DAY SMART CITY FOUNDATIONAL MASTERCLASS  
NOVEMBER 20-22, 2018 & MARCH 19-21, 2019

## INTRODUCTION

**TASC** is born out of an ambition to create smarter and more livable communities – and to facilitate those that lead such efforts. TASC supports individuals and organizations in their efforts to develop, implement and manage ‘smart city’ endeavors effectively. And not just cities, but also regions and smaller municipalities – any community preparing to become smarter and more livable. To that end, TASC provides high end Smarter Community Masterclasses to advance the skills and competencies of professionals, practitioners, executives and elected leaders in this new discipline. TASC masterclasses convey a shared language, knowledge and know-how, and proven methodologies. TASC fosters an evolving global community of practitioners and leaders, and provides tailored, structured guidance during and post-training.

**RIT Dubai** is an International campus of RIT University in New York. It is a not for profit university sponsored by Government of Dubai through Dubai Silicon Oasis. RIT Dubai offers certified professional training programs in Corporate and Customer Happiness, Data Analytics & Smart Cities.

RIT Dubai university is offering the Three-Day Smart City Foundational Masterclass in collaboration with TASC.

## SUBJECT MATTER EXPERTS

Our trainers represent a global network of experts with in-depth knowledge across a wide range of topics covering, among others, the art of connecting everything, city data management, cyber security, living labs, procurement & delivery strategies, citizen involvement, governance models, design thinking and organizational innovation.

TASC Masterclasses get conducted by ‘the best-of-the-best’ of subject matter experts and facilitators. We provide our training through both open enrollment classes, as well as masterclasses dedicated to – and organized in – TASC’s Anchor Cities across continents.



**Bas Boorsma**

CEO of TASC, managing director at Rainmaking Urban, Former Digitization lead at Cisco.

Author of the internationally acclaimed book “A New Digital Deal”.



**Maja Yhde**

Project Leader at Gate21, Denmark, COO of TASC. Maja Yhde has broad experience in leading Smart City projects at the intersection of the private, public and knowledge sector.

# LEARN, SHARE, BUILD, PREPARE

To participate in the TASC Smart City Foundational Masterclass will facilitate you and your team to:

- Understand the critical building blocks of successful community innovation and digitalization strategies
- Tap into a 'shared language' of definitions, care-about, pitfalls, success criteria, and terminology
- Understand the interdependencies as they exist and evolve in the smart community domain
- Understand (the requirements in terms of ) the skills and competencies of my team
- Apply insights and methodologies provided with peers and teams
- Understand the methodologies, technologies, policies and business architectures that prepare your community for success – and apply.
- There cannot be a one-size-fits-all strategy. Learn to build yours.
- Learn from the successes and failures of some the most prominent practitioners globally – and adapt.
- Lay the fundament for you and your organization for an effective innovation journey – and evolve.
- Explore TASC's expanded curriculum of classes and specialized training – and join.



Endorsed by



**TASC** is a Rainmaking Company founded by Rainmaking and Denmark's DOLL Living Lab.

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URBAN



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