

DATA MONETIZATION STRATEGY

“Transforming Data into a Strategic Revenue and Value Generation Asset”

Schedule

Date	Venue	Fees (Face-to-Face)
27 - 28 Jan 2026	Dubai, UAE	USD 1995 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Data is one of the most valuable assets of the digital economy—but many organizations fail to unlock its true commercial potential. Data monetization is not just about selling data, but about creating strategic value through smarter products, operational efficiency, customer personalization, and innovation.

This two-day intensive course provides business leaders, digital strategists, and data professionals with a roadmap for turning data into a measurable source of revenue, cost optimization, and market advantage. Participants will explore monetization models, governance challenges, and real-life frameworks used by data-driven organizations across industries.

Objectives

By the end of this course, participants will be able to:

- Define and evaluate different data monetization models (direct and indirect).
- Identify monetizable data assets across departments and systems.
- Build a data strategy aligned with revenue and innovation goals.
- Understand the legal, ethical, and governance issues in data usage.
- Develop partnerships, pricing models, and value propositions for data offerings.
- Support cultural and capability shifts toward a data commercialization mindset.

Why Attend

- Learn how global leaders are turning data into growth and competitive edge.
- Build internal business cases for monetizing data assets.
- Avoid the compliance and ethical pitfalls of data commercialization.
- Link technical capabilities (data, analytics, AI) to business monetization outcomes.
- Gain tools to measure, prioritize, and price your data opportunities.

Target Audience

This program is designed for:

- Digital transformation leaders and strategists
- Data and analytics directors, CDOs, and CIOs
- Product managers and commercial innovation teams
- Business unit heads and revenue strategists
- Legal, compliance, and data governance professionals

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking in data commercialization
- Monetization model selection and business planning
- Data valuation and pricing strategy
- Governance and compliance awareness
- Innovation leadership through digital assets

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- New revenue streams or cost-saving innovations using internal data
- Clearer strategies for data-driven products and services
- Better stakeholder alignment on data use, risk, and opportunity
- Stronger market positioning through data-led value creation
- A monetization roadmap ready for piloting and scaling

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Frameworks – Monetization models and market case studies
- Tools – Value canvas, pricing templates, and maturity self-assessment
- Group Discussions – Monetization use cases and ethical boundaries
- Case Studies – Banks, retailers, tech, and industrial data strategies
- Exercises – Mapping internal assets to external data opportunities
- Templates – Strategy blueprints, roadmaps, and stakeholder plans

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Data Monetization Strategy

- **Module 1: Understanding the Data Monetization Landscape (07:30 – 09:30)**
 - What is data monetization? Direct vs. indirect models
 - How different industries create value from data
 - Key enablers: technology, regulation, culture
- **Module 2: Identifying Monetizable Data Assets (09:45 – 11:15)**
 - Types of data: customer, operational, product, market
 - Internal and external data flows
 - Mapping available assets across departments
- **Module 3: Data Value Proposition and Business Models (11:30 – 01:00)**
 - Creating offers based on insights, benchmarks, platforms
 - APIs, dashboards, and embedded analytics
 - Choosing the right monetization model
- **Module 4: Case Study – Productizing Internal Data (02:00 – 03:30)**
 - Group analysis of a company’s data-to-product transition
 - Lessons and risks

Day 2: Execution, Ethics, and Monetization Roadmap

- **Module 5: Governance, Privacy, and Regulatory Issues (07:30 – 09:30)**
 - Data protection frameworks (GDPR, HIPAA, local laws)
 - Consent, anonymization, and legal sharing practices
 - Risk assessments for external monetization
- **Module 6: Pricing and Measuring Data Value (09:45 – 11:15)**
 - Market benchmarks and pricing structures
 - Data quality and valuation frameworks
 - Cost-to-monetize vs. return potential
- **Module 7: Monetization Strategy Development (11:30 – 01:00)**
 - Organizational readiness checklist
 - Building cross-functional buy-in
 - Tools for planning and performance measurement
- **Module 8: Roadmap and Final Presentation (02:00 – 03:30)**
 - Team activity: design a monetization roadmap
 - Peer review, instructor feedback, and action planning

Certification

Participants who complete the program will receive a Certificate of Completion in **Data Monetization Strategy**, recognizing their ability to lead, develop, and implement initiatives that turn data into commercial and strategic value.

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