
Blockchain and Web3 for Business

4 – 8 July 2027
Doha





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Ref: 1715_5801 **Date:** 4 – 8 July 2027 **Location:** Doha **Fees:** 4300 GBP

Blockchain and Web3 for Business is a 5-day senior leadership course delivered by Mars Training Centre UK in London, Dubai, Geneva, Manama, and Seoul, designed for directors and executives who must form a credible business view of blockchain, tokenisation, digital assets, and Web3.

The blockchain conversation has moved past hype and past dismissal. Tokenised assets, central bank digital currencies, stablecoins, and enterprise distributed-ledger applications are now real considerations for senior leaders in finance, supply chain, the public sector, and beyond. The senior leader's job is to separate the genuine business opportunity from the noise — to decide what is worth piloting, what is worth governing, and what is worth ignoring.

Across five focused days, you will build a working executive view of blockchain and Web3. You will examine the technology in business terms, the real enterprise use cases and their honest economics, the regulatory landscape, and the governance considerations. You will leave with a structured position for your organisation on blockchain, tokenisation, and digital assets.

The week moves from blockchain and Web3 in business terms, through enterprise use cases and their real economics, into tokenisation, digital assets and money, then governance, regulation and risk, closing with a personal action plan.

What You Will Learn

- Explain blockchain, smart contracts, and Web3 in plain business terms.
- Distinguish public, private, and permissioned distributed ledgers in context.
- Evaluate enterprise blockchain use cases on commercial merit.
- Assess tokenisation, stablecoins, and CBDC implications for your business.
- Apply a governance and risk framework to blockchain initiatives.
- Navigate the international regulatory picture for digital assets across the UK, EU, and Gulf.
- Identify when blockchain is the right answer — and when a database is.
- Build a 12-month position and roadmap on blockchain for your organisation.

How You Will Benefit

You will leave with the executive vocabulary, judgement, and risk lens to take a defensible position on blockchain and Web3, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can engage credibly with the topic — separating the use cases that genuinely require a distributed ledger from the projects that simply use the word.



Who This Programme Is For

The programme is designed for chief executives and managing directors, chief financial officers and chief operating officers, directors of strategy, innovation and digital, heads of treasury, payments and digital assets, directors of supply chain considering provenance use cases, senior public-sector executives examining CBDC and tokenisation, heads of risk, audit and compliance with digital-asset exposure, and board members overseeing emerging-technology agendas. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.