



Digital Lounge Europe

Basic Program Information



Who should attend

This program is targeted at a diverse group of participants including:

- Executives who are interested in the latest digital trends even though they are not digital experts
- Experts from digital businesses who want an update on digital trends



What you learn

Latest digital trends in:

- Social and mobile media
- Big Data
- Virtual and Augmented Reality
- Online video
- Internet of Things
- Wearables



How you learn

1-day classroom training developed with Nunatak Group including:

- Presentations from experts and founders from the digital industry
- Hands-on testing of virtual and augmented reality devices
- Lean Business Canvas workshop



Benefits

Participants will:

- Develop a deeper understanding of dynamic developments in the “digital world”
- Experience recent and latest digital trends and learn about their impact on society and consumer behavior
- Gain strategic insights for their businesses

Key Details

Your contacts



Frederik Ceglarek
Program Manager



Joachim Klocke
Program Director

Facilitator/Partner

Nunatak Group

Program language

English

Date and location



[Current program dates](#)

Berlin, Germany

Duration

1 day

Participants

Min. 25 participants
Max. 30 participants

Investment

690 € plus board, hotel and travel expenses



Digital Lounge Europe

Your Learning Experience | Typical Flow and Topics (Examples)



Previous day | Kick-off dinner

7:30 pm Dinner with digital experts



Day 1

8:30 am

Digital Opportunities

- Overview and Update on latest Digital Trends
- Explosion of Digital Media and Digital Commerce
- Relevance for Bertelsmann's Businesses

Digital Content

- Rise of Social: Search vs. Discovery of content
- Automization drives Production-Distribution-Evaluation
- Digital content goes Social goes Mobile goes Messenger

Mobile Media Masterclass

- Second screen? Smart Phone will be primary device!
- From web to app: GPS and sensors providing the context
- Growth market for mobile and location based advertising

Online Video Masterclass

- Vast landscape: MCNs, Snapchat, Facebook, Live, Games...
- Digital Natives watch What-When-Where they want
- Different ways of monetization for short or long format

Artificial Intelligence

- Lingo: What is AI, Machine Learning, Deep Learning?
- General AI? It's coming, but we're not there yet!
- Data, computing power and open source are game changers

Virtual Reality / Augmented Reality

- Rise of the next large media and communication platform
- VR/AR Market with endless Opportunities: Entertainment & Gaming, Education, Industry 4.0, CAD/Architecture, etc.

Blockchain

- More secure than traditional central record keeping systems
- Blockchain protocol will decrease transaction cost-time-risk
- Cases: Banks, Insurances, Publishing, Advertizing, Health...

Voice Interface

- Landscape: Amazon, Google, Apple, Microsoft, Samsung, FB
- Precise recognition: Voice is easy, fast, natural, personalized
- Cases: News, Commerce, Order, TV Info, Knowledge, DIY etc.

5:30 pm

Recap and end



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Your Program Experience at a Glance

Impressions of the Digital Lounge

Digital Lounge

[Video Clip](#)



Testimonials



“The most important outcome was getting an overview of the new digital trends and of where we stand today, and being able to transfer these insights into the daily business and into strategic decisions going forward.”

Julian Weiss, Mediengruppe RTL Deutschland, Germany

“I think at Bertelsmann and for anybody involved in the media world, the key message is that we really need to focus on interacting differently with our customers. We can add huge value and stand out if we place the customer experience at the core of our thinking. The Digital Lounge has been an eye-opener to me and I would highly recommend this course. It has been amazing.”

Niamh Cunningham, Arvato SCM, Ireland





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Related Bertelsmann University blog post

The New Bertelsmann University (4): Strategy Campus



[Blog post](#)