



## Digital Lounge United States

### 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 General Assembly 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

NYC Media Lab

#### Program language

English

#### Date and location



[Current program dates](#)

New York, United States

#### Duration

1 day

#### Participants

Min. 25 participants  
Max. 30 participants

#### Investment

\$890 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



Bertelsmann University

## Digital Lounge United States

### Your Program Experience at a Glance

#### Impressions of the Digital Lounge

**Digital Lounge**

[Video Clip](#)



#### Testimonial



“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**





## Digital Lounge United States



### Related Bertelsmann University blog post

#### The New Bertelsmann University (4): Strategy Campus

**The New Bertelsmann University (4): Strategy Campus**

At the beginning of the year, Bertelsmann announced strategic initiatives and Bertelsmann Campus entered the Bertelsmann University in a digital learning organization that provides leaders in Digital Learning Officer at Bertelsmann. In this initiative, Bertelsmann is working to create a digital learning organization that supports the digital transformation process of Bertelsmann and its business units. This blog post describes the digital learning organization and its role in supporting the digital transformation process of Bertelsmann. The blog post also describes the digital learning organization and its role in supporting the digital transformation process of Bertelsmann.

**The Strategy Campus**

The Strategy Campus is a digital learning organization that provides leaders in Digital Learning Officer at Bertelsmann. In this initiative, Bertelsmann is working to create a digital learning organization that supports the digital transformation process of Bertelsmann and its business units. This blog post describes the digital learning organization and its role in supporting the digital transformation process of Bertelsmann.

**The Strategy Campus digital program**

The Strategy Campus digital program is a digital learning organization that provides leaders in Digital Learning Officer at Bertelsmann. In this initiative, Bertelsmann is working to create a digital learning organization that supports the digital transformation process of Bertelsmann and its business units. This blog post describes the digital learning organization and its role in supporting the digital transformation process of Bertelsmann.

**Role of the digital program to support Bertelsmann's strategy**

The Strategy Campus digital program is a digital learning organization that provides leaders in Digital Learning Officer at Bertelsmann. In this initiative, Bertelsmann is working to create a digital learning organization that supports the digital transformation process of Bertelsmann and its business units. This blog post describes the digital learning organization and its role in supporting the digital transformation process of Bertelsmann.

[Blog post](#)