



What you should know....

... if you would like to register as a “trainer”:

Prerequisites:

What requirements do I have to fulfill as a “trainer”?

First of all, you need a topic that is related to the fields of Digital or Tech. Experience as a coach or trainer is not required. In particular, the Bertelsmann University like to support you in holding your presentation/workshop digitally. We offers you helpful tips on preparing your digital workshop in “Train the-Trainer” workshops (see “Process”).

What topic could be interesting for “Your Campus – Digital & Tech Edition”?

As mentioned above, your topic should be directly related to Digital or Tech. This could be, for example, basic or advanced topics on Online Marketing, Digital Publishing, E-Commerce, Data Science, Artificial Intelligence or Cloud Computing. Topics that are interesting to colleagues in your organization or for other colleagues at Bertelsmann. Give insights into exciting techniques, such as: “Blockchain Basics” or “Digital Storytelling”.

Do I need the consent of my manager?

No written declaration of consent is required. However, we do ask you to consult with your manager in advance about a possible registration.

General conditions:

How much time should I need to schedule to hold my training and how often can I complete my session?

You decide how long your training session should be and how often you want to offer it. You can offer your training once or several times during the implementation period of “Your Campus- Digital & Tech Edition”.

Experience has shown that digital sessions should last about 60-90 minutes, depending on the topic and the information to be conveyed. Since digital sessions in particular are very exhausting for maintaining concentration, you can consider splitting longer sessions into 2 shorter successive units.

You should also allow enough time to go over all the technical preparations before your session begins. The experience from prior “Your Campus” editions has confirmed that this structure is ideal for participants to test their skills in practice and to transfer them to their daily work.

Where and when do the sessions take place?

The sessions will all take place 100% digitally between September 22-October 15, 2021.

Who can attend my session?

The digital implementation of this initiative enables colleagues to participate across divisional and regional boundaries – regardless of where they work. The goal is to learn from each other and share skills across the Bertelsmann world.

What language should I offer my training in?

You can offer your training in your native language or in any other language you feel comfortable presenting in. You will include the greatest possible number of colleagues if you offer your training in English/ German.

Who is my training aimed at?

Please indicate in your registration if your training is aimed at beginners, advanced learners, or a specific target group. This gives you the opportunity to better tailor your content to the target group. It also lets participants assess more quickly whether the presentation / workshop will serve to expand their skills.

How many participants are allowed in a session?

The number of participants depends on the format of your training. You can specify the desired number of participants in the registration form. Based on past experience, we recommend 150 participants for lectures and presentations. You also can not limit the number of participants at all. For interactive workshops, we recommend a maximum of 30 participants per training.

Please note: We will automatically overbook your course by approx. 30% to compensate no-shows.

Is the implementation of the session as well as the participation in the “Train-the-Trainer” workshop counted as working time?

This can vary from organization to organization. Please contact your local “Your Campus” contact about this.

Process:

What do I have to do if I want to register as a trainer?

Use the [interactive form](#) to register by August 13, 2021. Please fill in the form completely. We would also appreciate a photo of you to add to the program overview. Please send the picture separately to university@bertelsmann.com. You will receive feedback from your organization’s “Your Campus” contact in a timely manner to clarify any questions that may arise.

Can I set the date of my session myself?

Yes, based on your availability, you can set dates for your session(s) in the implementation period (September 22 – October 15, 2021) and enter them in the form. Please pay special attention to your time zone when selecting the time.

What technical platform do I need to use for my training?

We believe that the tool you use in your organization for video conferencing or meetings is the tool you are most comfortable with. Therefore, this should also be the tool you use to conduct your session (such as Microsoft Teams, WebEx or Zoom).

Please note that you must create the digital meeting room for your training yourself and include it in the registration form so that we can provide all participants with the access link. This way we

ensure that you have the moderation rights for your seminar and can test all functions in advance if desired.

I would like to do my training together with someone. What do I need to consider here?

You are welcome to conduct your training together with up to three colleagues. You can provide all the necessary information in the registration form. Please make sure that your co-trainers also send a photo to the email address university@bertelsmann.com.

How do I proceed if I want to split my training into multiple sessions?

The registration form addresses this, too. Feel free to specify the follow-up dates directly.

Are there any formal requirements for my session?

No, you decide how you want to structure your session. To help you, Bertelsmann University offers “train-the-trainer” workshops, to help you prepare the instructional aspects of your sessions. They support you present your digital training session in an impactful manner.

What can I do if I want to change the data of my session after registration, e.g. title, date or time?

If you want to change the data of your session after completing your registration, you can do so until August 26, 2021 at the latest. Please send an email with the changes to university@bertelsmann.com. Please do not forget to copy your local "Your Campus" contact person.

What should I do if I can't run my scheduled session, for example, due to illness?

If you are unable to be at your scheduled training (e.g. due to illness), please contact your local "Your Campus" contact person and Bertelsmann University (university@bertelsmann.com) via email as soon as possible and include an alternative date so that we can inform the participants in advance.

What is the “train-the-trainer” concept?

The train-the-trainer concept includes different options. One option is aimed at trainers who are taking part in the format for the first time and might feel a little uncertain about the “digital stage” and presenting. The other option of the concept is aimed at trainers who have already gained experience, but still have a question or two, or would like to improve further.

For new trainers, Bertelsmann University, together with the world's leading provider of communication training *Own the Room*, offers 90-minute virtual trainings. In these trainings you will get tips and tricks on making your session interactive.

Trainers who have already participated have the chance to refresh their knowledge in a “Deep Dive” training, to get some new input and ideas, or to ask questions about their experiences.

Is the holding of the session as well as participation in the "Train-the-Trainer"-Workshop working time?

Yes, this is work time, since the “Your Campus” is part of how we reinforce our culture of learning.

... if you would like to be a participant:

Conditions of participation:

Who can participate “Your Campus – Digital & Tech Edition” sessions?

All colleagues from Bertelsmann companies, including interns and apprentices, can participate. Please note: As the participation of interns and trainees is limited (depending on how fully the workshops are booked), we ask you to discuss this with the respective Your Campus contact person of your organization.

How many sessions may I attend?

Since all Bertelsmann colleagues worldwide can participate, the number of possible sessions is limited **up to 5**. This way, we give as many colleagues as possible the chance to participate.

How do I register for the “Your Campus– Digital & Tech Edition” sessions?

You can register via the [sessions' timetable](#) on the Bertelsmann University website, which can be done from September 9, 2021 at 3 pm (CET). It contains a link, for each session, to the corresponding registration in peoplenet. Please note: You will already be able to have a glance of the entire sessions on September 7th, 2021.

Where and when do the sessions take place?

The sessions will all take place 100% digitally from September 22 – October 15, 2021.

Is attending a session considered working time?

This may vary from organization to organization. Please contact your local “Your Campus” contact.

Do I need to consult with my manager before enrolling?

You can decide whether to contact your manager yourself. However, your manager should be informed about any specific absences that will result from your attendance.

If you have any further questions, please get in touch with your “Your Campus” team contact person / your HR department. You can find an overview of all contact persons [here](#).

... if you are a manager and would like to learn more about this initiative:

What is the rationale behind it?

- Learning from each other, learning with each other: In this format, colleagues across the Bertelsmann Group share their knowledge in digital presentations or interactive workshops that they conduct themselves. They are #Learnfluencers!
- “Your Campus – Digital & Tech Edition” promotes the Group-wide, internal exchange of knowledge among colleagues at Bertelsmann in the areas of future critical Tech skills such as Data Science, Cloud Computing, Artificial Intelligence and also digital skills like Online Marketing, digital Publishing or E-Commerce. It also offers colleagues an opportunity to expand their network across divisional boundaries.

- All topics that are about digital and technology are welcome. The aim is to provide an insight into exciting, relevant topics that will help participants either to deepen their knowledge/skills or to take a look beyond their own horizons.

What should I know as a manager?

- The goal is to give as many interested colleagues as possible an opportunity to help actively shape our “Your Campus – Digital & Tech Edition”.
- Interested colleagues who would like to present on a topic should coordinate this with their supervisors in advance.
- To be able to carry out the session, preparation is required on the one hand, and the actual time of implementation on the other. We encourage you to make individual arrangements with the trainers to allow them the time they need within their working hours.
- We know from experience that the **participation of executives** in particular is seen as an important and positive sign by participants. Therefore, we encourage you to either share your own expertise in a session or sign up for a training or two. Because: It’s your campus too! Provide support by sharing your expertise, and contribute to strengthening our learning culture by participating as a trainer!