



## Digital Game Changers Europe

Leverage new digital trends for your work.

### Basic Program Information



#### Who should attend

Enthusiastic participants from all areas, e.g.:

- Who would like to advance their work and business by staying up-to-date on digital trends
- Who seek to understand the implications of these trends
- Who can champion a positive mindset-shift towards technologies back at work



#### What you learn

- The key digital topics which make up the Bertelsmann Tech Agenda (Data, AI, Cloud) and how they impact each other
- A varying selection of cutting-edge digital trends



#### How you learn

One-day face-to-face training including:

- Presentations by leading experts and industry founders
- Experiencing and trying out new technologies
- Exchange over business-related case examples and the social and market implications of new technologies



#### Benefits

Participants will:

- **Experience** the **latest digital developments** and learn more about their impact on society and consumer behavior
- Be equipped with the **confidence and the vocabulary** to leverage new technologies in their organization and to champion a positive mindset shift towards technology
- Gain **strategic impulses** for accelerating success through technology
- Have the opportunity to **discuss ideas, challenges and questions** with experts and like-minded colleagues

### Key Details

#### Your contacts



Frederik Ceglarek  
Program Manager



Jennifer Meindel  
Individual Programs

#### Facilitators/Partners

Nunatak Group

#### Program language

English

#### Date and location



[Current  
program dates](#)

Berlin, Germany

#### Duration

1 day

#### Participants

Min. 25 participants  
Max. 35 participants

#### Booking information

Nomination by divisional  
Heads of HR



[Current dates of  
all nomination  
programs on Jam](#) 1/3



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### Your Learning Experience | Typical Flow (preliminary)



#### Previous day | Optional Kick-off dinner

Pre-event dinner party with digital experts



#### Event day

##### Warm up and keynote:

- Participants are welcomed and settle in
- The keynote speech will highlight the importance of digital developments generally and for Bertelsmann's businesses in particular

##### Data, AI and Cloud: A closer look at the Bertelsmann Tech Agenda

- Masterclass: What's behind the key digital topics that make up the Bertelsmann Tech Agenda and how do they relate?
- Demystifying the buzzwords in the fields of Data, AI and Cloud
- Group work: Participants take different perspectives and discuss business and social implications of Data, AI and Cloud cases with experts

##### Lunch

- Opportunity to network and reflect during a casual lunch break
- Time to share: What inspires you in tech and beyond? Participants are encouraged to share their current most influential inspirational sources (podcasts, videos, literature, influencers, etc.) on the "Inspirational Board" which will later be made available online

##### Be inspired: A varying set list of key and watch-worthy digital trends brought to participants by designated and inspiring industry founders

- Participants will receive a mixture of impulse presentations, try out devices/samples or consume highlights of new digital trends in action (see next page for examples)
- With this in mind, they then get the chance to engage in interactive group work or expert-guided discussions to relate their experiences to their personal or professional environment and also to address critical considerations

##### Debrief and Outlook: Making a difference as a Digital Game Changer!

- What have I learned today and how will this impact me personally and professionally?
- How can I share my experiences and inspire other peers and colleagues in my professional network with what I've learned?
- What sources are there to keep up-to-date or to deepen my knowledge (or that of my colleagues) of digital topics that are paramount to our work?
- What feedback would I like to share about the session?



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### Your Learning Experience | Topic Examples and Keywords



#### Be inspired

- Digital Marketing, latest Social Media trends, Influencer Marketing
- Online Video, Video on Demand, Streaming
- Intelligent content creation, social phenomena, Fake News, Deep Fakes
- Big Data in E-commerce, Customer Targeting, Intelligent Pricing
- Image Recognition, Face recognition, Emotion AI, Mood Tracking
- Voice, Natural Language Processing
- Cloud, Serverless, IaaS, PaaS, SaaS, Internet of things, Automation, 5G
- Green Tech
- Mobile Banking, Blockchain
- Markets and channels: Online Entertainment, Online Gaming, Education, Podcasts
- Virtual Reality, Augmented Reality, Augmented Intelligence
- Wearables, Swallowables, Placeables, Biohackables
- etc.

**Please reach out to your Program Director, Jennifer Meindel ([jennifer.meindel@bertelsmann.com](mailto:jennifer.meindel@bertelsmann.com)), for further enquires on the focus topics of upcoming events and topic requests.**