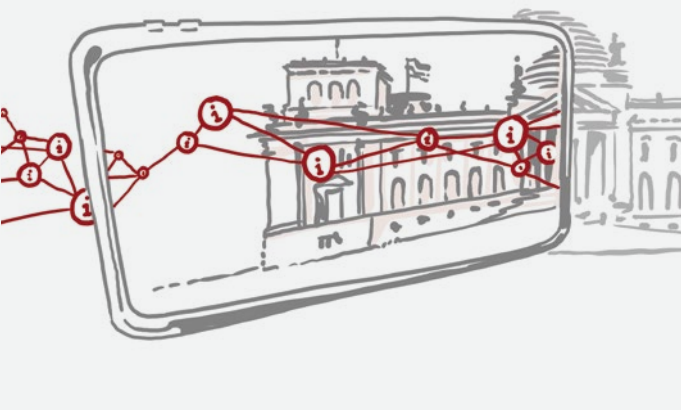




# Digital Week

18–23 February 2019



Gain cutting-edge skills  
and know-how on  
digital transformation  
and digital governance



## About

The digital revolution is a complex process that gains ever more importance in the shaping of social, political and economic life. The speed of technological advancement, deficits in expertise and state capacity, and commodification of data have hindered a clear understanding of the drivers, channels and consequences of this monumental transformation.

The Hertie School's **Digital Week** unpacks digitalisation and its societal impact from multiple angles. The intensive six-day programme includes executive training, expert panels and break-away events, that draw on cutting-edge research and industry know-how.

During the Digital Week you will develop key competencies and skills in digital transformation and governance, while exploring the following questions:

- How do governments, businesses, civil society and digital users currently interact and affect the public good?
- What are the policy alternatives to current forms of digital governance?
- Will technology destroy or create jobs and what are the implications for labour markets, education and training?
- How do we manage blurring industry boundaries and rapidly shifting citizen and customer expectations?
- What are the implications for leadership and management in public and private organisations?

## Programme

Two executive seminars on **Digital transformation** and **Digital governance** are at the heart of the Digital Week. These intensive three-day trainings are complemented by breakfast meetings, expert panels and other exclusive break-away events for Digital Week participants.

### Digital transformation

The first part of the week combines industry and research perspectives on the impact and potential of digital transformation in politics, diplomacy, business and society.

The programme kicks off with a breakfast meeting where leading practitioners from the digital sector reflect and discuss the current expectations from new technologies.

The following sessions will focus on key concepts and theories of digitalisation and drill deeper into key areas such as digital economy, digital politics and digital government. Considering the implications that digital transformation has for skill demands in organisations, participants will learn about innovation and responsibility in the digital age and hold a design thinking workshop to formulate their own digital strategy.

#### Course lead



**Svenja Falk**  
Managing Director in Accenture and  
Fellow at the Hertie School

### Digital governance

The second half of the week focuses on the interplay between government, business, and the wider society in governing digitalisation.

Sessions will take different perspectives on digital governance and examine the role of policy-makers, social media corporations as well as civil society organisations and users. Participants will focus on key topics such as cybersecurity and, together with invited experts, discuss policy alternatives to current forms of digital governance. The seminar takes a global perspective, going beyond Europe and the United States to China and the Middle East. Participants are encouraged to bring along examples and cases from other countries.

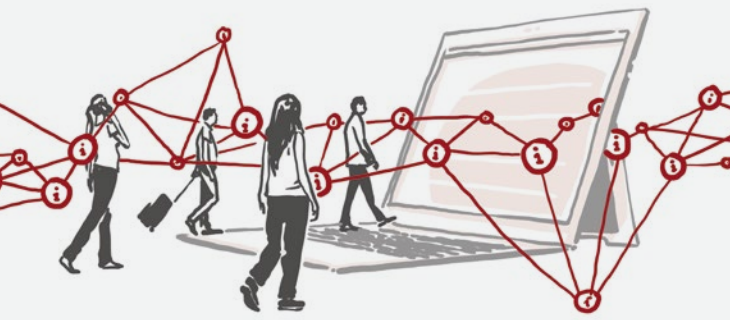
During the second part of Digital Week participants will also participate in a **scenario workshop** to develop their own ideas to steer digitalisation.

#### Course lead



**Daniela Stockmann**  
Professor of Digital Politics and Media  
at the Hertie School

For more information and updates about the programme, please contact the Executive Education team ([executive@hertie-school.org](mailto:executive@hertie-school.org)) or visit [www.hertie-school.org/digitalweek](http://www.hertie-school.org/digitalweek).



## Selected speakers



**David Autor**  
Ford Professor of Economics, MIT



**Anita Gohdes**  
Professor of International and  
Cyber Security, Hertie School



**Svenja Falk**  
Managing Director, Accenture



**Gerhard Hammerschmid**  
Professor of Public and Financial  
Management, Hertie School



**Lutz Mache**  
Public Policy and Government Relations  
Analyst, Google



**Thomas Losse-Müller**  
Partner, EY



**Daniela Stockmann**  
Professor of Digital Politics and Media,  
Hertie School



**Katrin Suder**  
Chair, Advisory Council on Digitalisation  
to the German Federal Government

## How to register

### Fees

3.380,00€ for the full Digital Week programme

### Application process

Registration is possible until 1 February 2019,  
on a first-come, first-served basis via  
[www.hertie-school.org/digitalweek](http://www.hertie-school.org/digitalweek).  
Admission is subject to availability.

### Application requirements

- Higher education degree
- At least two years of relevant professional experience  
(average is ten years)
- Good knowledge of English

The credits earned in the two executive seminars can  
be transferred to the Hertie School's Executive Certificates  
or the Executive Master of Public Administration. The  
Executive Education team are happy to answer any  
questions you have about tailoring an executive training  
package that meets your professional development needs.

## Contact



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for Communication in Politics and Civil Society  
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