

Press release | 02/25/2019

8th Social Media Week Hamburg: Conference program starts on Wednesday – already today the first speakers in Pre-Show on Facebook Live

- Online kick-off of the conference week with #SMWHH preview shows on Facebook Live
- Wednesday, 2/27, the on-site program officially starts
- Sessions for media professionals and entrepreneurs as well as for private users

Hamburg, February 25, 2019. In its 8th edition, Social Media Week Hamburg starts already almost sold out, with only a handful of tickets left in the ticket shop.

The **new preview show format, #SMWHH Pre-Show**, moderated by [Syra Feiser](#) and [Felix Uhlig](#), takes place today and tomorrow on Facebook Live and opens the week with insights into the topics of the conference by #SMWHH speakers [Hilka H. Jeworrek](#) (University of Applied Sciences Europe), [Daniel Arians](#) (Omnicom Media Group FUSE), [Kim Dormann](#) (Redpinata Video Content and Live!), [Svenja Teichmann](#) (crowdmedia GmbH and #SMWHH Advisory Board) and [Patrick Klingberg](#) (artaxo GmbH) as well as musical act [Tom Klose](#).

The makers of Social Media Week Hamburg remain true to their core idea of curating **topics for professionals in brand communication, media companies and agencies as well as for private users of social media.**

Many speakers refer to the global theme 'Stories - With Great Influence Comes Great Responsibility' and take a position on **the responsibility that is implied by digital communication with great reach and influence.**

The multifaceted #SMWHH program offers new perspectives for all parties involved: **New work, employer branding and storydoing in recruitment** are renewing the world of work for companies, as well as for applicants and employees. The trend towards **active consumers** who partner with brands and communicate through social media to achieve a socially relevant goal is changing the relationship between brands and consumers. The rapidly changing technological possibilities of **virtual and augmented reality** demand constant adaptation of reading and viewing habits from media companies and the public. The topic of **bureaucracy influencers and politicians**, who increasingly reach voters and critics through social and digital media, has already changed the political discourse and contact between citizens and authorities.



Digitalization affects the economy, media, education and society on a daily basis and is influenced by them. The discussion on how the future can be shaped both professionally and privately is the focus of Social Media Week Hamburg.

Practical experience is not only taught in many workshops, the **Hub Museum's interactive area** also invites participants to try out the latest VR and video technology, to learn about innovation in the health sector or to discover trends in social media monitoring.

Networking formats, such as the Pre-Opening on 26.02., with a session on 'Impact Businesses' or a breakfast under the slogan 'Collaboration is the new Networking' on 28.02, the **#SMWHH Café in the Hub Theater**, the **Cocktail Hours** in the #SMWHH Premium Lounge, as well as the Closing Party on 28.02., invite to exchange thoughts and insights in a relaxed atmosphere.

The complete program as well as tickets and information at: www.smwhamburg.com

About Social Media Week:

Social Media Week Hamburg is the only Social Media Week in Germany. Worldwide, the event currently takes place across 23 cities. Social Media Week was launched in 2009 in New York by Toby Daniels, founder of Crowdcentric Media LLC.

Social Media Week Hamburg is hosted by Hi-Life Konzerte GmbH.

More information: www.smwhamburg.com

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