

Press release 01 | 28.01.2019

Program is online: Social Media Week Hamburg puts storytelling and the tension between influence and responsibility at the center of the discussion

- 3-day digital conference Social Media Week Hamburg (SMWHH) from February 27 – March 1, 2019, in Hamburg
- Conference program online at smwhamburg.com
- Main topics: Storytelling and the tension between influence and responsibility

Hamburg, January 28, 2019. The global digital conference Social Media Week will take place in 2019 on three days from **Wednesday, February 27 till Friday, March 1, 2019**, with a live program in Hamburg-Altona. In addition to the **University of Applied Sciences Europe** and the **Altona Museum**, in 2019, for the first time, the SMWHH also occupies the 500-seat Great Hall of the **Altona Theater**.

At the already 8th edition of Social Media Week Hamburg, **industry experts, politicians, media representatives and private users** discuss current and relevant developments in digitalization and social media.

On **January 12, 2019**, the first wave of the Social Media Week Hamburg program was published at <https://smwhamburg.com/programm>. Further sessions will follow in a second wave of releases in late January.

The **Global Motto** of the Social Media Week conferences 2019 **“Stories: With Great Influence Comes Great Responsibility”** also sets an important accent in the overall program of the digital conference in Hamburg. This leads to the following theses to be discussed:

- “Valuable, positive content will achieve greater reach in the future.”
- “Responsibility for social media content must be borne by writers and platforms.”
- “Storytelling in the digital age demands new rules and responsibility from all stakeholders.”

An example from the SMWHH program, how the digital network was used productively to make a positive contribution, is presented by SMWHH Advisory Board Member Joko Weykopf with his agency Polycore with the **“Aus/Weg”** encouragement campaign of the Hamburg Senate. The campaign received an impressive response, was virally successful, widely quoted in the media and has since received multiple awards.





Again in 2019, Social Media Week Hamburg offers **top-class, relevant cases from the field** and **direct knowledge transfer via experts and opinion leaders**. Speakers from media houses (including stern.de, Spiegel Online, ARD, Bild.de, RTL II), agencies (including achtung!, Edelman, Pilot) and companies (including Techniker Krankenkasse, Beiersdorf AG, Talkwalker, XING, Hamburg Media School) offer **sessions for marketing and media professionals as well as social media and communication experts**: topics such as **storytelling** in brand communication and media, **influencer marketing** and strategies for successful **visual storytelling** are on the agenda.

In workshops and master classes, participants deal practically and actively with topics such as **crisis communication, legal security** in online communication or the use of **virtual and augmented reality** and **360° video technology** in brand communication.

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

Press contact:

Sabine Ewald Tometten

Director Media & Communication Social Media Week Hamburg

Hi-Life Konzerte GmbH

Email: presse@smwhamburg.com

Phone: 040 - 43 28 39 16

0163 - 630 39 13

Keywords: Social Media Week, Digital Conference, Influencer, Influence, Responsibility, Social Media Conference

