

Press release | 01.30.2019

Visual, Voice and Storytelling - clear trends in digital communication 2019 - at Social Media Week Hamburg

- Visual, Voice and Storytelling clear conceptual trends
- Further program highlights of #SMWHH published as of January 31st, 2019
- High-profile speakers from companies, media and politics

The basis for successful communication is a relevant **story** that challenges interaction. Along with the daily flood of written texts, additional interfaces are becoming increasingly important. **Visual content** has been established in communication for years. Spoken language in the form of **voice features** are still less present in brand communication in everyday life, but show great future potential.

Global Social Media Week takes place from February 25th - March 1st, 19. In Hamburg, Social Media Week Hamburg offers a 3-day on-site program from Wednesday, February 27th until Friday, March 1st, 2019.

To begin with, the first **highlights from the second wave** of the program will be published on January 31st 2019 at <https://smwhamburg.com/programm> :

Stories

Listening - 'social listening' - is the basis for actually finding a relevant story for the target audience. **Talkwalker co-founder Christophe Folschette** presents the latest developments in **social listening and social analytics** - and coaches his audience into social-listening superheroes that strengthen and protect their brand. (<https://bit.ly/2ThxytL>)

How the **stationary retail trade influences digital communication**, the **CARL GROUP** shows in an expert talk with **Radio Energy presenter Julia Rohmoser**, **Dodenhof Managing Director Sönke Nieswandt**, **Flemming Pinck**, **Managing Director IR Inferno Ragazzi**, the Hamburg **Zwillingsherz founder Jonas Kölln** and the Zwillingsherz influencer **Natascha Ochsenknecht**. (<https://bit.ly/2FWBeOI>)

Can we **learn visual storytelling from politicians**? We can, says **Martin Fuchs**, political advisor and SMWHH advisory board member, and brings **Aminata Touré** and **Lasse Petersdotter** (The Greens) onstage, who provide their followers with complex topics such as the HSH Nordbank negotiations or their daily work as representatives via Insta-Stories, (<https://bit.ly/2FT9SJv>)

Visuals

The **ARD Weltspiegel in the snackable video format through Instagram Stories** - This is the mission of **Laura Goudkamp, Team Lead Weltspiegel Digital**, and **Judith Schacht, Editor of Weltspiegel Digital**. They report on their findings, which formats work and how the stories of the international correspondents on Instagram have to be told in order to function as Insta-Stories. (<https://bit.ly/2HyQ2oi>)

Voice

'Alexa, I need relaxation!' - **Stefan Sander, Techniker Krankenkasse**, presents new features one year after launching 'TK Smart Relax' and shows the way from an innovative idea to an application that uses Alexa and Google Assistant to offer their users meditation, mindfulness training, yoga and relaxation exercises to their homes on demand. And the first Alexa-Skill of a statutory health insurance in Germany still has potential for the future. (<https://bit.ly/2sRAPER>)

The great **future potential of Voice User Interfaces (VUI)** is demonstrated by **Hamburg Media School** with **Tim Kahle**, 169 Labs, in a hands-on workshop. Brands can use VUIs to reach their customers in their private surroundings or while on the move - but what is the right strategy for an effective manner of speech? (<https://bit.ly/2sVyicO>)

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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Keywords: Social Media Week, Digital Conference, Voice User Interface, Visuals, Storytelling, Social Media Conference

