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"Not everything that influencers do is advertising" - German blogger Vreni Frost discusses influence, responsibility and current developments in influencer marketing at the Social Media Week Hamburg

- 8th Social Media Week Hamburg is opened by Dr. Carsten Brosda, Senator for Culture and Media of the City of Hamburg, and Toby Daniels, founder of the Social Media Week
- Blogger Vreni Frost (neverever.me) talks with legal and communication experts
- The current HashtagLove survey among mid- and micro-influencers will be presented for the first time by Marlis Jahnke (inpromo GmbH)

Hamburg, 02.19.19 - **Dr. Carsten Brosda, Senator for Culture and Media of the City of Hamburg**, talks about challenges and opportunities for the future of digital communication in his welcome speech, with which he will open the digital conference for the approximately 500 participants in the great hall of the Altonaer Theater. **In his follow-up keynote speech, Toby Daniels, founder of Global Social Media Week**, will feature the global theme 'STORIES - With Great Influence Comes Great Responsibility' and its implications for the media and communications industries in Europe and the US. (Official Opening #SMWHH 2019, 27.02.2019, 8:45 am, Hub Theater, <https://bit.ly/2Edropv>)

Dr. Carsten Brosda, Senator for Culture and Media: "Eight years of Social Media Week in Hamburg - this can already be called a success story. As an important media center, Hamburg is ideal for exploring the possibilities and limits of digital communication. At Social Media Week, international companies come together with Hamburg's small and medium-sized businesses as well as start-ups and freelancers with national industry leaders or media makers and influencers with users. For all of them, the question of responsibility in dealing with social media is central, as well as being able to use the opportunities of digital transformation successfully. Social Media Week is *the* platform to discuss this."

As the founder of Social Media Week, Toby Daniels has been the brainchild and motivator behind the Social Media Week global network since 2009, which celebrated its tenth anniversary in New York in 2018. Now, in 2019, he is a guest and keynote speaker for the first time and is looking forward to getting to know the media and digital center Hamburg and the #SMWHH network.

"We are a product of the content we consume, therefore the Stories we tell as marketers matter and shape the lives of the people we tell them to." (Toby Daniels)

Mid- and micro-influencers work very authentically and with a high level of fan engagement, notes **Marlis Jahnke, Managing Director of inpromo GmbH**. The supposed dream job "influencer" also brings with it obstacles and challenges. One often thinks of the superstars first - Marlis Jahnke deals with the broad and important mid- and micro-influencers scene in the current HashtagLove survey, which she will introduce at the SMWHH for the first time.



"Not everything an influencer does is advertising," says **blogger Vreni Frost**, neverever.me. She is at the center of the discussion on influence and responsibility through current court decisions and will present and discuss her point of view at the #SMWHH in the panel with **Marlis Jahnke, Dr. Stefan Ellenberg, Gutsch & Schlegel Attorneys at Law, Hendrik Martens, flow forward, and SMWHH Advisory Board member Torsten Panzer, Panzer Reputation communications consultancy**. (Panel 'Influencer Marketing in the Mix #SMWHH 2019', 27.02.19, 5 pm, Hub Museum, <https://bit.ly/2Gv0bkq>)

Trends in brand communication are evolving rapidly, and companies are quickly caught in a clash between innovative approaches and proven strategies. **Shankho Mukherjee, LinkedIn**, as a specialist in the agency business, presents current trends and discusses questions such as "content or context - what matters more?". (Talk 'Fünf Marketingtrends aus der Sicht von LinkedIn', 02.27.19, 4 pm, Hub Theater, <https://bit.ly/2X6d1Lg>)

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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