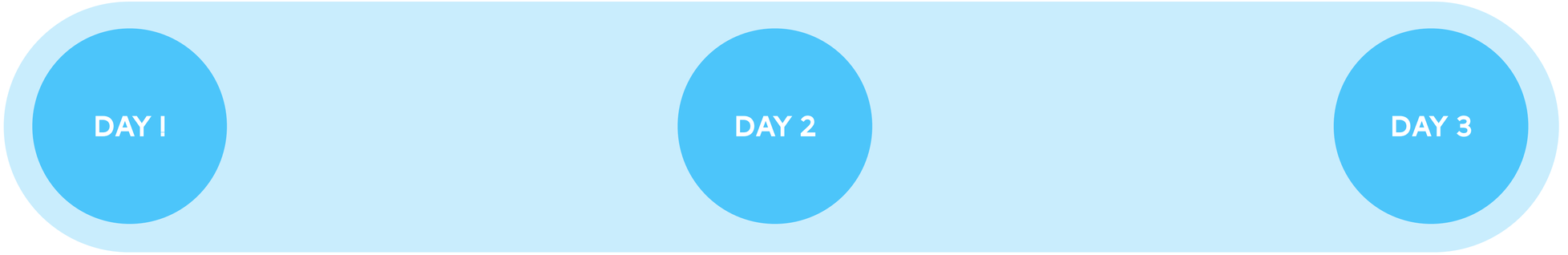
DIGITAL ACCELERATION
CONTENT SAMPLE

JANUARY 2015

Stockholm — Karlskrona — New York — Manchester — London — Singapore — São Paulo

HYPER ISLAND

DIGITAL ACCELERATION 3 DAY MASTER CLASS



DISRUPTION & OPPORTUNITIES

Networks, Behavior,
Humans & Culture
Transformative Digital Trends

EMPOWERMENT & INNOVATION

Impact of Social and Mobile
Benefits of Rapid Ideation
& Rapid Prototyping
Digital Culture

ACTIONS & IMPLEMENTATION

Tools & Methods
Working with Change
Future-Ready

HYPER ISLAND

DAY I (SAMPLE ONLY)

SESSION THEME	BY THE END OF THE SESSION, PARTICIPANTS WILL BE ABLE TO...	CONTENT IDEAS
STINKY FISH	▸ Feel safe in the space, be open with other participants ▸ Identify fears and challenges about 'digital'	▸ Participants do a personal presentation along with their Stinky Fish, illustrating it on a flip chart
INDIVIDUALS ARE BEING TRANSFORMED	▸ Challenge the word 'digital' - define it ▸ Describe the evolving use of technology and concomitant changes in individuals' expectations of brands ▸ Understand how networks influence the way we live	▸ Reveal and analyze global systems & networks - especially social. Touch on Network Effects ▸ Discuss what people expect from brands today - transparency, authenticity, responsiveness
SOCIETY IS BEING DISRUPTED	▸ Discuss the huge changes to society and culture arising from 'digital' and networks - social and political ▸ Understand the culture/ behavior of sharing and the motivations that fuel it	▸ Highlight cultural, technical, and behavioral trends ▸ Why do people share things online? How does memetic culture effect the content that is spread on the Internet?
METHODOLOGY WORKSHOP	▸ Relate a piece of Hyper Island methodology to participants' lives back home and their work at HIMC over the next three days	▸ Content is customized to the group. Could be: Active Listening, Failure of the Education System & the Learning Spiral, The Walnut, etc. (descriptions in Methodology section)
TECHNOLOGY IN CONSTANT CHANGE	▸ Describe technology trends - consumer products, medical tech, material science, etc. ▸ Make predictions about how these trends will continue and new ideas that may supplant them	▸ Who are the major players that are dominating the past, present and future landscape? ▸ Identify relevant trends - semantic web, graphene, quantum computing, 3D printing, bio-hacking, etc.
INDUSTRIES WILL NEVER BE THE SAME	▸ Understand the changing nature of doing business in a networked 'digital' world ▸ Identify how this impacts advertising and communications	▸ New business models and revenue streams ▸ One-to-one: personalization and customization of products and marketing messages

DAY 2 (SAMPLE ONLY)

SESSION THEME	BY THE END OF THE SESSION, PARTICIPANTS WILL BE ABLE TO...	CONTENT IDEAS
REFLECTION	▸ Reflect on individual needs, expectations, and energy levels ▸ Create a plan to make the most out of the day	▸ Two or three reflection questions. Reflection time individually, in pairs, then as a large group (depending on size.)
COMMS IS NO LONGER LINEAR	▸ Describe what a modern day communication model looks like ▸ Discuss characteristics of a successful marketing project in the digital age	▸ How does a highly networked society effect marketing and communications? ▸ How do we design experiences for different levels of participatory culture?
DATA	▸ Discuss the underlying trends in and impact of data availability ▸ Understand tracking & personalization ▸ Identify data as a creative tool	▸ Share awesome APIs, mashups, and free data sets ▸ Explain why opening up data sets is beneficial ▸ Emerging revenue streams and business models ▸ Discuss open source culture
TREND SESSION	▸ Unpack some of the buzzwords in the modern communications landscape. Each session is different depending on the audience: games, mobile, cloud computing, AR, etc.	▸ Tailored to session. Usually includes a discussion around what the trend actually 'is', the benefits/ challenges it offers, companies who are using it well, and what the future might hold for this trend
MOBILE RAPID PROTOTYPING	▸ The power of making ▸ Rapid prototyping benefits and techniques ▸ Their own abilities and the value of collaboration in diverse teams ▸ Pivoting and shipping fast	▸ Participants presentations ▸ Explore App making and user needs ▸ Identify friction points wand define simple solutions

DAY 3 (SAMPLE ONLY)

SESSION THEME	BY THE END OF THE SESSION, PARTICIPANTS WILL BE ABLE TO...	CONTENT IDEAS
REFLECTION	▸ Reflect on individual needs, expectations, and energy levels ▸ Create a plan to make the most out of the day	▸ Two or three reflection questions. Reflection time individually, in pairs, then as a large group (depending on size.)
TOOLS & MEASURE-MENT	▸ Describe how engagement might be measured ▸ Explore what free tools provide intelligence: competitive, audience, individual ▸ Learn how to measure ROI on ‘digital’ projects	▸ Measurement models ▸ Writing a good ‘digital’ case study ▸ The most likes vs. The right likes ▸ Toolbox
THE ORG. OF THE FUTURE	▸ Describe cutting-edge business models in the communications industry ▸ Discuss strategies and tactics making change in an organization, both big and small	▸ New ways of working: outsourcing, crowdsourcing etc ▸ New ways of charging clients ▸ Selling in ‘digital’ ideas to clients
BRINGING HYPER BACK HOME	▸ Discuss reflection in the context of teamwork ▸ Explore changes in environmental, process, and staff cultures that will improve creativity ▸ Create strategies for dealing with change	▸ Convergent vs divergent thinking ▸ Feedback, reflection, dialog ▸ Deep dive into internal process and culture ▸ Alumni usually presents from personal experience
YOUR 5 BOLD STEPS	▸ Identify how to change personally and the steps to take to achieve goals	▸ Individual reflection and sharing. The group holds each other accountable for being specific and actionable.

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