

# Digital Innovators' Tour

Immersive, in-depth and meaningful learning experiences for senior media

12 - 17 November 2017 | San Francisco & Seattle



The 5th Digital Innovators' Tour visits Seattle and San Francisco, the world's largest concentration of cutting edge digital innovators and the VCs supporting innovation. It is an exclusive, unique opportunity to have immersive, off-the-record meetings with companies including Google, Facebook, Microsoft, Slack and others

to explore novel concepts, emerging themes and witness practical innovation first-hand. It's also a chance to get to know and network with senior colleagues participating in the tour from around the world, sharing ideas and insights and/or simply having fun, and to experience first-hand the energy that makes Seattle and San Francisco tick.

## What topics will be covered?



- Artificial Intelligence and Machine Learning
- Big data, analytics and audience insight and engagement
- Voice, Augmented Reality, Virtual Reality and Immersive Storytelling
- Using innovation labs and design thinking to incubate new media ideas
- Innovation thinking of new breeds of new high-growth media companies
- Understanding innovation in adjacent environments, such as autonomous driving

## Who will we visit?

### Confirmed meetings:



### Potential meetings:

#### Seattle

Algorithmia | Madrona Venture Group  
Mobilewalla | Pixvana

#### San Francisco

AirBnB | BuzzFeed News | LinkedIn  
Mercedes | Recode | StatsBot | Twitch

## What is included?

- All meetings
- Joint networking lunches & dinners
- Domestic flight between Seattle & San Francisco
- Personal guidance onsite
- Meeting presentations (where made available)
- Contact details of people visited

## How much does it cost?

### Early Bird (until 12 September)

€ 3,990 (excl. VAT) FIPP & VDZ members

€ 4,990 (excl. VAT) Non-members

### Regular Rate (after 12 September)

€ 4,990 (excl. VAT) FIPP & VDZ members

€ 5,990 (excl. VAT) Non-members

## What do previous participants say?

„FIPP and VDZ's DI Tour offers tremendous business value to us. As we're transforming our media company from print to digital to mobile we're always in need of understanding the latest media trends and technologies; meeting with start-ups and established media companies is an important part of our transformation management. The DI Tour is a great setup and offers a unique experience because you not only get to meet interesting companies – but you also get to meet other tour attendees which allows you to share common insights and tackle broad industry challenges together. As such the DI Tour is both a rewarding travel experience and a platform to connect with like-minded media experts.“

**Dominik Grau**  
Chief Innovation Officer, Ebner Verlag

„I attended to spring Digital Tour in NYC and Washington (Spring 2017). The tour gives you the opportunity to follow trends in the super-changing digital world, through meeting management teams from not only the biggest digital players as Google or FB, but also from interesting start ups and those in between. It's an opportunity to become part of very innovative surroundings.“

**Alicia Modzelewska**  
CEO, Edipresse Poland

## Impressions

