



Fighting the Staff Shortage in Internet Economy and New Media - Academy of Digital Economy Hamburg

The project »Academy of Digital Economy Hamburg« (ADWH – Akademie Digitale Wirtschaft Hamburg) aims to set up a vivid online learning environment for people working in the sector of online media, online marketing and e-commerce.

Since years there has been a lack of skilled workforce within the digital economy. Even within the last recession, when we proposed the project, the growth of some companies was ceased only by staff shortage. Meanwhile a struggle about skilled experts has evolved among different regions of Germany.

For the Free and Hanseatic City of Hamburg media and especially digital media play an important role in the local economy, next to logistics, life sciences and aerospace. **Hamburg is Germany's number 1 location for digital commerce, home of European new TV developers as well as the thriving games industry.** To supply this growing cluster with skilled experts the project is funded by the City and the European Social Fund.

The Academy of Digital Economy Hamburg trains people working in online media – media agencies, marketing departments, news offices – to interact within social media, using mobile media for marketing, to optimize websites for search engines (SEO), conducting search engine marketing (SEM) or to handle website tracking tools. Within our specialized course portfolio also more general skills, like project-management or basic knowledge of business administration are provided.



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Social Media Basics *Community Management*
Social Media Marketing and Monitoring
Mobile Advertising and App Marketing **Mobile Screen Design**
Media Law European Business Competence* Licence – Basics in Economics
E-Moderating Courses within the ADWH
Train-the-Trainer (AEVO – general certificate regulated by German law)
Online Media for Journalists *SEO + SEO Writing*
Online Marketing/eCommerce *Project Management*
Social Media Conception Social Media Writing
Mobile 1x1
Process Management

Companies of the digital economy are helping to identify and generate blended learning content. Educational institutions add content from outstanding programs. In exchange these project partners often get access to a managed online training environment for the first time. For example, *etracker*®, a fast-growing company that develops complex tools for web tracking, is well grounded in this issue. They help the ADWH to produce content on web tracking. In exchange they get the possibility to train their customers online and to educate their marketing people in social media management. Thus a win-win-situation is created.

In 2013 after the project has expired, at least 350 hours of learning content for highly skilled workers of the digital economy will have been generated. Project partners, companies and classical training institutions will have got involved in online-trainings and hopefully continue teaching online. All the project partners will receive free train-the-trainer courses.

Using Bb Learn 9.1, Bb Mobile and Bb Collaborate we can give all project partners access to high quality online teaching tools. DDA for example, an experienced training specialist in dialog marketing, was able to extend its classroom trainings with online distance learning for the first time, thus becoming more effective, more attractive by training a greater number of experts.

All our courses are following an instructional design with many different communicative elements like graded forum discussions, graded blogs and using Blackboard Collaborate.

For example our course on community management runs over six weeks. Every week starts with a short video introduction held by our social media experts e. g. from Google Germany or the Leibniz Information Centre for Economics. The students receiving weekly exercises have to report in discussion forums and to render weekly summaries in their blog on Blackboard. Moreover they have to practice within facebook, twitter and sometimes Google+, learning how to use tools for social media monitoring. Within the online forums and two evenings in the classroom they reflect and discuss the feedback they get interacting through social media. They discuss adequate social media marketing strategies for different product categories, how to get the best value for a brand or how to handle »Trolls« in order to manage disasters around a brand or product in social media. Blackboard Collaborate is used within the learning scenario for a presentation by an experienced community manager running popular online communities like *Wacken Open Air* (worldwide largest heavy metal community), *lindenstrasse.de* (most famous German telenovela) or *evangelisch.de* (community of the protestant State Church).

The course on community management has been recently awarded with the Comenius EduMedia Seal.

With this project the government can help the economy to expand with a well-educated workforce and to increase the employability of its citizens through instruments like the European Social Fund. It also promotes high quality blended-learning.



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Damit ist Hamburg beschäftigt!

