

HYPER ISLAND MASTER CLASS



HYPER ISLAND

“Our industry desperately needs more schools that specialize in creating and developing digital talent at the level and capacity of Hyper Island.”

Winston Binch, VP/Integrated Head of Interactive Production, Crispin Porter + Bogusky



As a leader in the creative industry today, you need to stay up to date with the latest trends in interactive media, leadership and fully understand how to create efficiency within your organization. Everyday is a new challenge. Interactive media are crucial platforms for your business development and long-term success.

The Hyper Island Master Class will prepare you for these challenges.

The Hyper Island Master Class course is an intensive three-day program for leaders focusing on how to create efficiency within your organization and using interactive media as a tool for achieving high growth and ensure long-term success.

The program will help you:

- Develop your leadership skills
- Go from being digital to top digital
- Create efficient teams
- Learn more, earn more

Who should participate?

Hyper Island’s Master Classes are for leaders who are looking to develop their personal skills in a range of areas within the interactive and digital media field and create more profitable workplaces.

Registration

The Hyper Island Master Class has a limited amount of participants. To register for a Hyper Island Master Class, fill out the registration form at: <http://masterclass.hyperisland.se>

Cost & materials

Register no later than four weeks ahead course start to get the price of 3600 USD. Otherwise you pay 4000 USD. The course fee includes breakfast, lunch, dinner and snacks. All materials used in the course are included in the cost. Participants are recommended to bring their own laptops.

What are the Master Class Objectives?

- Learn more, earn more
- Strengthen your digital confidence in relation to clients and internally
- Get you updated on the latest trends within digital
- Get greater understanding of the impact digital has on society, business and individuals
- To challenge your existing way of thinking and working

“There is something that Hyper Island puts in its water. God knows what it is, but its graduates tend to have a fantastic attitude and are able to hit the ground running”

Derek Robson, Managing Partner, Goodby, Silverstein & Partners

What are you expected to bring back?

By the end of the course you will be able to:

- Use online tools to monitor brand related conversations
- Describe current trends in digital media
- Discuss business and revenue models within the digital market space
- Understand the impact social media has on organizations and brands
- Understand how and when different online channels can be used
- Describe a model for group development
- Apply a model of lifelong learning
- Assess the current work practices in relation to digital
- Discuss some of the implications digital has on the advertising industry
- Propose strategies to address specific client needs

The Indicative Syllabus:

- Trends within digital media (eg. social media, interactivity, user-generated content, motion graphics and rich media and mobile solutions)
- Digital brand development and marketing in digital channels
- How to handle digital trends from a leadership perspective
- Lifelong learning methodology
- How to become a better leader by getting the tools to teach yourself and educate your staff
- Social media and social networking
- Analytics and how to measure performance in digital projects
- Explore digital opportunities
- Address social, legal and ethical issues
- Digital marketing principles and opportunities
- Digital media channels
- Case studies

The Delivery:

The Hyper Island Master Class is made up of a combination of sessions with guest speakers, facilitated workshops, individual and group reflections, teamwork and presentations.

The Hyper Island Master Class outline

Pre-assignments:

About two weeks before the Master Class starts, you will receive pre-assignments. This includes:

1. You and all other participants register on a specially assigned social network and create a digital presentation individually.
2. Set your own expectations.

Example of a Hyper Island Master Class Schedule:

Day 1 (9am – 9pm)

Introduction and Methodology

During the first session you are introduced to the aim, methodology and structure of the Hyper Island Master Class. There will be a group dynamic activity as well as a presentation part.

The Digital Landscape “The Challenges Ahead”

This is a session focusing on current and future trends within digital media and what new technology allows/will allow us to do.

Case studies “Good and Bad Digital”

Session with industry professional involving case studies and examples of good and bad use of digital media solutions.

Day 2 (9am – 9pm)

Reflection session

All participants work with Hyper Island’s methodology (reflection-based learning) together with Hyper Island facilitators.

Work with cases

Participants work with cases in small teams.

“Hyper Island Grooms the Next Generation of Digital Media”

Fast Company magazine



“Change or Die” - An Anthropological View of Digital

This session focus on looking at the role social and digital media has on a social level and how it affect brands, and the impact social and digital media have on user behaviors.

Digital toolbox

Hands-on work to explore and try out different online solutions and tools in relation to brand research and analysis.

Day 3 (9am – 6pm)

Reflection session

All participants work with Hyper Island’s methodology (reflection-based learning) together with Hyper Island facilitators.

Digital Strategy

This session focus and include case-studies on how you can measure success in digital advertising and digital revenue models.

Implementation & Future

This session focuses on looking forward, learning outcomes, course evaluation and creation of individual development and action plans.

Guest speakers from the industry

Here are examples of guest speakers at the previous Hyper Island Master Class:

- Jonathan Briggs, professor in E-commerce at Kingston University/co-founder, Hyper Island
- Mark Comerford, Independent Professional, MarkMedia
- Saher Sidhom, Global Planning Director, Great Works
- Alessandra Lariu, SVP/Digital Group Creative Director, McCann Erickson
- Mikael Ahlström, Founder/CEO, Sproutpark

The Hyper Island Methodology

Hyper Island’s educational philosophy is based mainly upon Problem-Based-Learning, Experience-Based-Learning and the Case Method. We have high ambitions to break down the traditional walls that separate education from their surroundings, society and the work place.

We design a learning experience that gives the participants the opportunity to work close to reality and coach them through their experiences. The learning method is central to our education where courses are themselves rich practical experiences for our participants, both regarding content and process.

More information

For more information regarding the Hyper Island Master Class, please contact Maria Eriksson: maria.eriksson@hyperisland.se, +1 917 544 7627