

Digital Day 2019

Kickoff



Agenda

Part I: Evaluation

Guest join 10:30

Part II: Kick-off

1. The essence of Digital Day, *Marc Walder, founder of digitalswitzerland*
2. Outlook 2019
3. “How to intensify the Dialogue with the public?”
4. Case study licensed hub - Interview with René Mehrmann (Chur, Viadukt)
5. Case study Startup - Quantitative insights into our Digital Day visitors
6. Become a partner
7. What's next
8. Summary with Ivo Furrer, *designated president of digitalswitzerland*

Evaluation

What went well?
What to improve?
(Qualitative)

**“The whole is greater than the
sum of its parts”**
(Aristotle)

Exceeded expectation (partners' feedback n=35 & digitalswitzerland)



Digital Day General

80% rated "good/ very good"



Public Dialogue

Big Improvement to 2017



PM: Compass

Valuable compass , short and
informativ



Across Switzerland

200 Activities at more than 12
locations



Media Coverage

Increased media coverage



Look + Feel

How stations came across



Attendance

High-profile attendants at
event



Mixed contributors

Start-ups, SMI's, Corporates,
politics, associations

Top Learnings (digitalswitzerland & Partner's view (n=35))

Public
Dialogue



More focus
on content
vs products



Decentralizing
& Regional
Inclusiveness



Increase reach,
especially at
non-digital
groups



Scope & Voice of
Stakeholder:
Politics, Schools,
critical voices



Operations:
Sustainability



PART II

Kick-off

Digital Day 2019

Third edition of Digital Day: 3rd September 2019

The essence of Digital Day

Marc Walder

Founder of digitalswitzerland



Digital Day: 25 October 2018 - a strong growth

Facts & Figures

- 2 Initiatives launched
- 3 International delegations on site (and various international tweets)
- 3 Matterhorn projects presented
- 3 Federal Councillors
- 3 Press conferences
- 4 Language regions
- 5 Premieres (first Swiss eSports Congress, Hegias - first browser based VR CMS, Staay VR Game, launch Tribo App, ICRC)
- 12+ Locations with activities
- 30+ involved Startups
- 40+ SME's
- 72+ Partners (+65%)
- 200+ Activities free of charge
- 600+ Kids at ETH/EPFL programming workshops
- and much more



KPI's



+134%

Playbacks:
> 750'000
Masthead:
> 375'000



+72 %

#SwissDigitalDay
Post engagement: 48'240
#digitalday not incl



Partner channels:
72+



+17%

Total reach
(unique users):
591,217

digitaltag.swiss

+12%

Sessions
(65 d pre- / 6 d
postevent):
88'072



+ >11%

Circulation Digital
Day Magazine:
>500'000



+ 15 %

Print und online
news articles
and TV / Radio
reports

Our mission - a joint effort!

Digital Day

- brings multiple perspectives to light (**critical and praising**)
- within and beyond the boundaries of digitalisation.
- It allows “**experiencing digital together**” locally, in every region of Switzerland and
- offers a platform (online and offline) to
- **deepen a mutual dialogue** between economics, education, politics, science and the Swiss population.



Outlook 2019

Birgit Pestalozzi
Overall Project lead Digital Day

NEW: 2019

KEEP & IMPROVE: 2018

- * Swiss wide approach
- * Federal council patronage
- * Structured by theme worlds
- * Dialogue focus
- * Contradictory content, incl external stakeholders
- * Claim "Experiencing digital together" & VI
- * strengthen Social Media reach

- + Opening ceremony with the Federal President in Bern
- + Systematically involve politicians and schools
- + Seek dialogue especially with non-digital population groups
- + Standard Partner Package for more flexibility
- + Programming / Content:
- + Additional theme world: eDemocracy
- + curated content/ strong lead of theme world content
- + Theme worlds at Zurich main station experience driven rather than booth driven

Theme worlds:

- Work 4.0
- Education
- Mobility
- Health
- My Data
- Media / News
- Lifestyle
- eDemocracy

Outlook 2019: areas of growth (based on learnings 2017 and 2018)

Public Dialogue



Include more dialogue formats, throughout the theme worlds

Example:
“World Café”
Style, swisswide

More focus on content



Theme world content curation and lead

Additional Themeworld
“eDemocracy”

Decentralizing & Regional Inclusiveness



Opening ceremony in Bern

Project Workshops in DCH & SR



Increase reach, especially at non-digital groups

Decentral, offline formats

TBD



Scope of Stakeholder: Politics, Schools

Systematically involve Politics and schools

journalistic approach for discussion formats etc (contradictory)



Sustainability

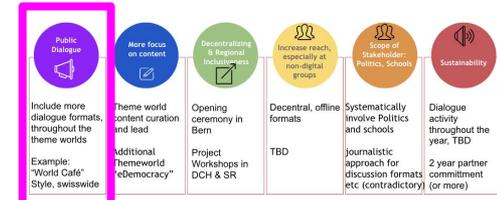
Dialogue activity throughout the year, TBD

2 year partner commitment (or more)

Public Dialogue (beta phase)

Idea (work in progress):

- Swiss-wide, decentral “world café” concept
- Aggregate results
- Later: Follow-up on findings, eg Hackathon
- Feedback loop into succeeding Digital Days



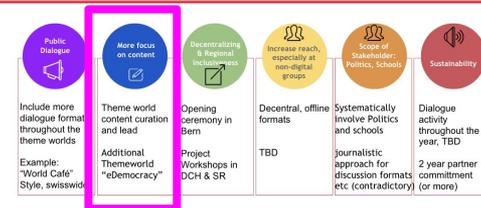
Themeworld lead

Shift from bottom up programming to work group curated programming

Work group curated program on theme world level
- cross-linked to overall initiatives, issues/ambitions

Each theme world will be/have:

- A lead
- A work group comprising of (external & internal) experts
- content driven, lead topics will be defined
- Swiss-wide
- sustainable, post DD impact subprojects
- Dialogue or Flagship format
- Goal: holistic stakeholder involvement
- Increase content relevance for the public



Interested in taking on the lead of a theme world?

Let us know until 14 December 2018

digitaltag@digitalswitzerland.com

How to intensify a Dialogue with the public?

Group Work 15-20 min

Group Work results

"How to intensify the dialogue with the public"

- mehr Touchpoints in analoger Welt
- Digital Day Brain in BfH mit Touchpoints
 - Touchscreens an BfH oder anderen Standorten von Partnern
- Aktiv Leute abholen mit Teams
- Leute mit ver. Einstellungen zu Digitalisierung zusammenbringen
- Junge in Altershome
- Social Media / Influencer
- Gamification (alle Generationen spielen das gleiche Spiel)
- Mehr Netzwerk von Partnern nutzen "kein Gärtnerdienst"
- Zukunftstag ^{z.B.} öffnen → Industriebetriebe, Produkte, Mitarbeiter:innen
- Digital Factory

- ### How to intensify the dialogue with the public?
- ungewöhnliche Themen Kirche-digital ^{Neuzeit} was ist?
 - lokale Pastorenlässe fördern (Bsp. ztlbk)
 - Plattform für Fragen im Vorfeld
 - Kontroversel Themen, Kritik ^{offen}
 - Bottom-up ^{- Grenze ausweiten}
 - Anpassen Anwerbe Umsetz iterativ pro Themenwelt
 - Community erschaffen
 - konkrete leuchtturmprojekte "Digitalisierung"

- Spread out in whole regions
- "Stammtisch" to extend / involve with public from all backgrounds ^{≠ experts}
- Gaming approach "Treasure Hunt"
 - ↳ Pöschel to
- "Schweizlet" Game
- Video "pre-campaign" to build
 - ↳ Use CFF/SBB / Postauto
 - ↳ National message with regional touch
 - ↳ national message

- ### Application for the public
- ↳ Schedule
 - ↳ Participant profile (personal one)
 - ↳ Public chat
 - ↳ "Match making" about interest
 - ↳ Personalized programme according to my interest
 - ↳ Floor plan - for all regions

- ### Mix of communication support
- ↳ Print out / wall screen AR

Group Work results

“How to intensify the dialogue with the public”

- Use transition as 'communication platform' (Hood) throughout the year
- constant "noise" during the year with partners eg. schools, etc.
- Clustbox/videobox at various locations (APP)
↳ TV/website picking up and response/discussion of topics mentioned
- utilize Digitalday website as communication hub
- die "Schweiz spricht" Dialogue between two contrary opinions
- "Digital Taxihallreisen" in various cities (analogue format)
- Utilize Education, Universities/Schools

HOW TO INTENSIFY THE DIALOGUE WITH THE PUBLIC?

nach Brand-Audience schaffen
Vorinformation ermöglichen für Einbeziehung der Besucher

Dig. Confidence Parameter 

- Vernetztes World Cafe
 - ↳ Inputs anderer Orte
 - ↳ Rec/dtime/online
- Top of mind / ESSENZ der Gedankens
⇒ Warum; Bedenken / Chancen
- Topics / Interaction ermöglichen
- Idee "Flashback → 15 Y."
- Spiegel vorhalten "Was schon alles Digital ist"
- Erzähler vs. Verlebener bspw. Google Maps vs. Karte (2011)

ggf. vor der Session

STORY TELLING



1. ZIELGRUPPE? FOKUS?
2. 7 THEMENWELTEN? FOKUS?
3. ROLLE VON DD.
4. WELCHE KANÄLE - ONLINE/OFFLINE
5. STUDIE

Partner case studies

Licensed hub
Startup

Partner Case Study: Licensed Hub



**Interview with René
Mehrmann, Chur**

**Moderated by:
Diana Engetschwiler,**
Senior Project Manager Digital Day

Start up

liveanalytics AG

digital**switzerland**

digital tag

DIGITAL DAY 2018

LIVEALYTTICS AGGrabenstrasse 32
6300 Zug
Switzerland

+41 44 505 19 44

hello@livealalytics.com

ABOUT US
WHO WE ARE

Digital Day partner since 2017

**Needs-driven product, making
Live Marketing measurable**

Start-up founded 2018 (agency spin-off)

**Digital communication channels cannot
replace personal contact. livealytics is a
digitisation solution for Live Marketing**



HOW DOES IT WORK?

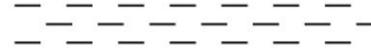
Sensors

Count WiFi signals and send anonymous data to servers



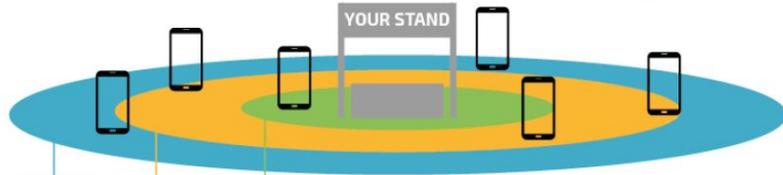
Data analysis

- Distance / signal strength
- Dwell time / duration of stay



Visitors

Smartphones with active WiFi



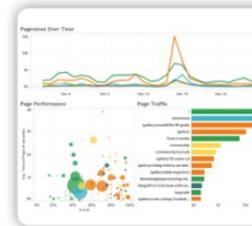
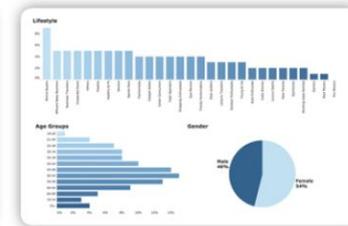
OTS

VIEWS

VISITS

Dashboards

Results of data analysis visualised in dashboards



DIGITAL DAY

KEY DATA

SENSORS

Zürich



Genf



Chur



Lugano Station

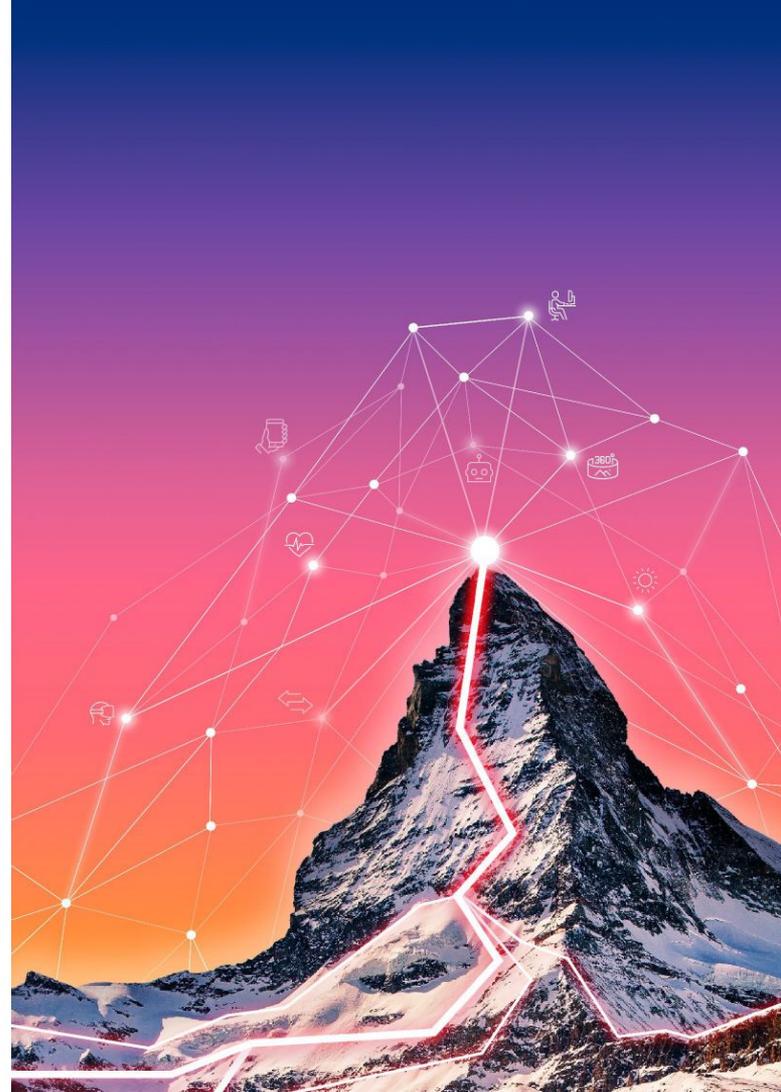


Lugano Piazza



ASSIGNMENT

Measure and compare performance of selected locations



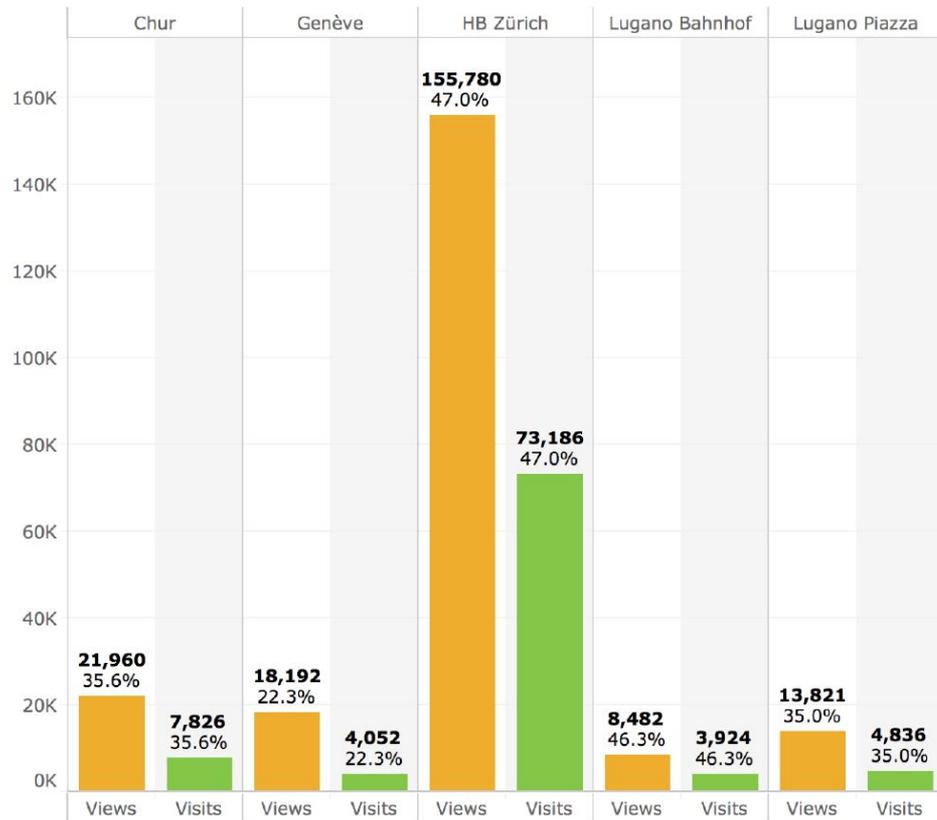
Digital Day 2018

Visitors' statistics

Provided by liveanalytics AG

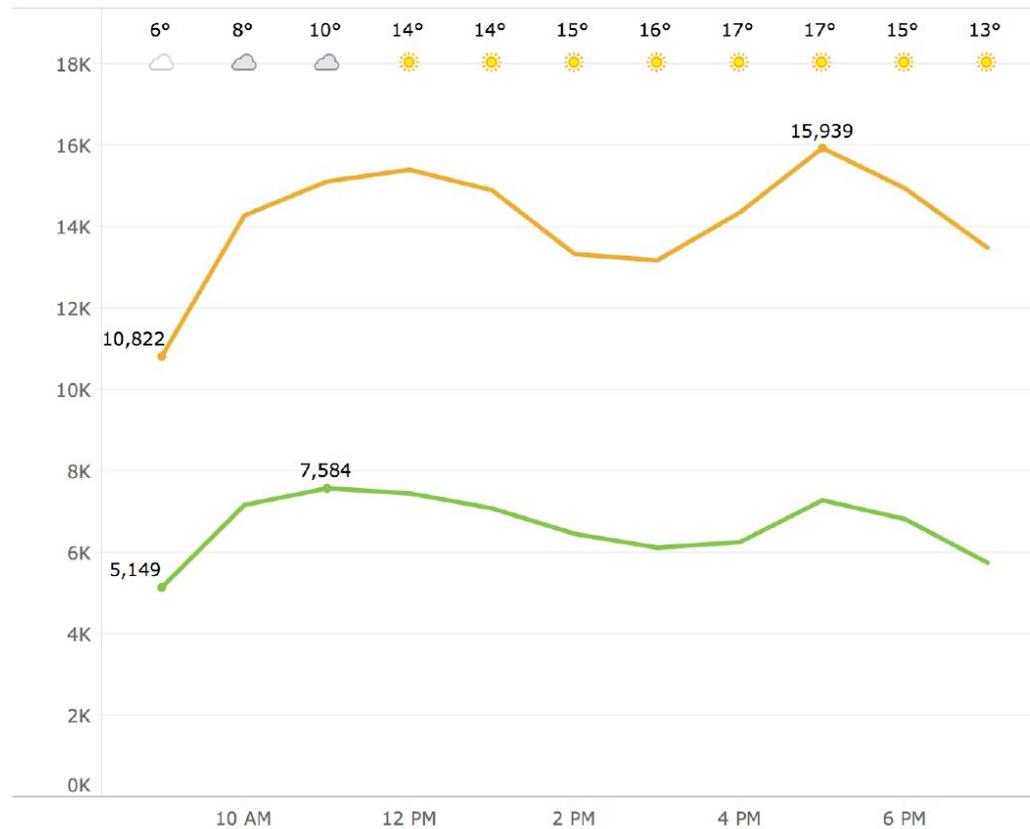
DIGITAL DAY 2018

VEWS AND VISITS



TRAFFIC

HB ZURICH, DIGITAL DAY 2018



STAY DURATIONS

ALL LOCATIONS, DIGITAL DAY 2018

Exceptionally high stay duration at Zurich main station

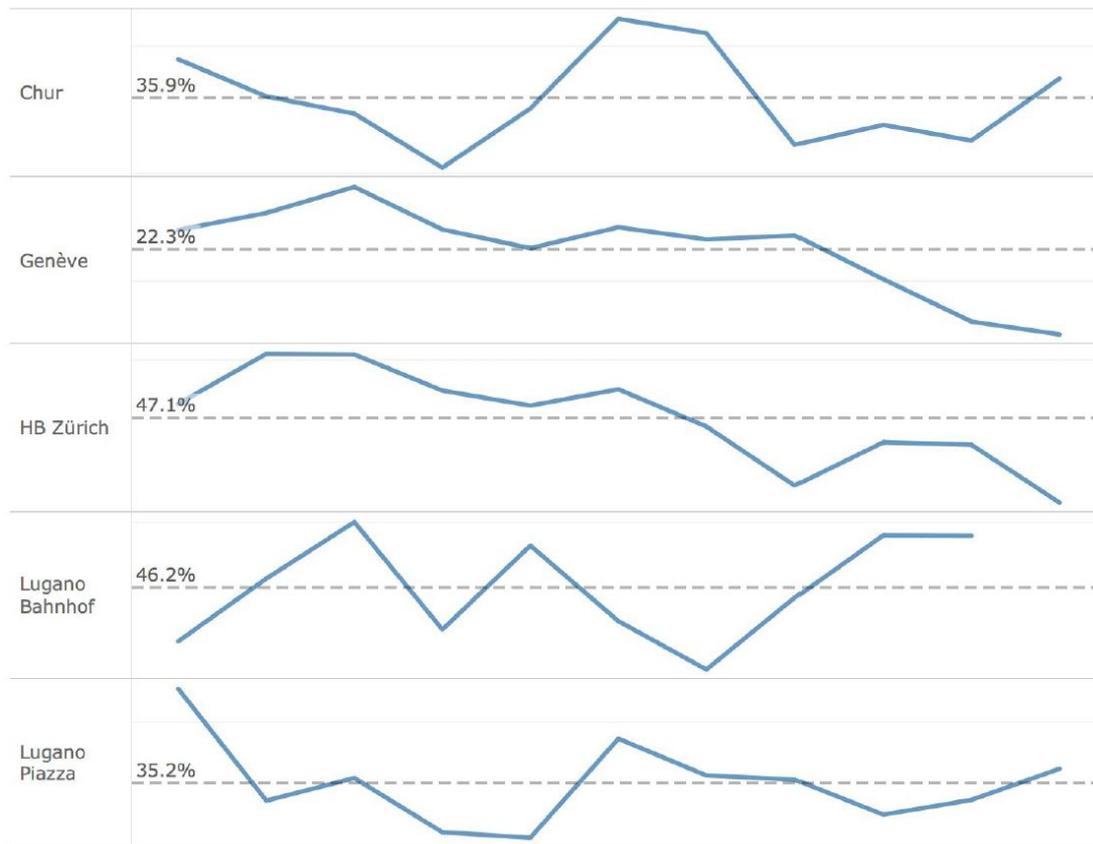
between 10 and 20 minutes !

-> reference value for fairs: 4 minutes

Duration of Stay	2018					Grand Total
	Chur	Genève	HB Zürich	Lugano Bahnhof	Lugano Piazza	
Grand Total	7,795	4,034	72,959	3,906	4,817	93,511
00:10:00	5,923	3,256	50,560	2,988	3,309	66,036
00:20:00	978	416	13,099	616	702	15,811
00:30:00	362	124	4,318	162	344	5,310
00:40:00	204	66	2,010	44	184	2,508
00:50:00	126	64	1,054	40	106	1,390
01:00:00	62	40	636	12	54	804

ENGAGEMENT RATES

ALL LOCATIONS, DIGITAL DAY 2018



ENGAGEMENT RATES 2017 VS. 2018

ZÜRICH & GENEVA

27.2%

Zürich 2017



47.0%

Zürich 2018

Exceptionally high
engagement rate at
Zurich main station !

19.9%

Geneva 2017



22.3%

Geneva 2018

Become a partner of Digital Day

- Examples on how to get involved
 - Partner Packages
 - 2 year commitment

Nicolas Bürer
Managing Director digitalswitzerland

Examples on how to get involved as Partner

- Contribute content within the selected theme world
- Take the lead in one of the eight theme worlds
- Promote a location as licensed hub
- Contribute to blog
- Launch initiatives (eg CTI) or Flagships on Digital Day
- Dialog enabler (eg World Café)
- Contribute to Hackathon (Beta stage)
- As research partner (Beta stage)
- etc

-> Get in touch with us to elaborate together ! digitaltag@digitalswitzerland.com

Partner Packages

(packages for digitalswitzerland members only)

* Early bird:
Until 31 Dec. 2018

Category

Corporates

CHF 25'000
(Early bird*: CHF 20'000)

+ CHF 8'000

Large SME

CHF 12'000
(Early Bird*: CHF 9'000)

+ CHF 5'000

Medium SME

CHF 7'000
(Early Bird*: CHF 5'000)

+ CHF 2'000

Small SME/ Startup

CHF 3'500
(Early Bird*: CHF 2'500)

+ CHF 1'000

Standard

(Incl. 20% community contribution)



- **Logo presence** (Communication, Social Media, Website, Press conference, App)
- **Blog**
- **Workshops**
- **VIP Tickets**
- **Partner Lounge**

Standard plus

(optional)



- **"Standard"**
- **Presence at Zurich main station**
- **LIMITED Availability**
- **Scope of presence at HB Zürich depends on partner package category**
- **Interested in visibility at other loations? Ask for the list of participating hubs**

Licensed hub

CHF 30'000

(Early bird*: CHF 27'000)

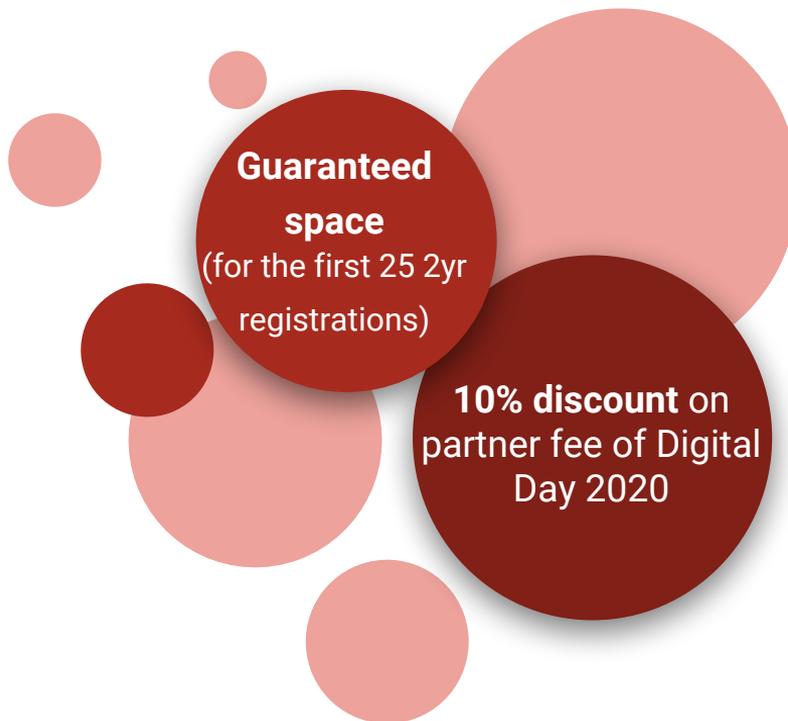


- **Option to refinance**
- **NEW: Core branding provided**
- **Logo presence** (Communication, Social Media, Website, Press conference, App)
- **Official hub Digital Day**
- **VIP Tickets**
- **Integrated in all our communications**

NGO & Academia
please get in touch via:
[digitaltag@
digitalswitzerland.com](mailto:digitaltag@digitalswitzerland.com)

2 year commitment

**Sustainability is
key in times of
transformation**



What's next

- Kick-off Workshop Swiss Romande 4th December 10:00-12:00
Lausanne, please register [here](#)
- Register as partner (1 year or 2 year commitment) until 14.2.2019
- Keep in mind: early bird until 31.12.2018
- Block dates of Workshop II - IV (SR and/or DCH)
- Interested in taking on a themeworld lead, let us know until 14.12.2018
- read Compass (Newsletter) for more info

Contact:
digitaltag@digitalswitzerland.com

Workshops

Deutsche
Schweiz

22 Nov.
Workshop 1
KickOff
*Strategy, Concept,
Packages*

30 Jan
Workshop 2
Theme worlds

3 April
Workshop 3
Communications

19 June
Workshop 4
Operations

3 Sept
Digital Day 19

Suisse
Romande

4 Dec
Workshop 1
KickOff
*Strategy, Concept,
Packages*

31 Jan
Workshop 2
Theme worlds

2 April
Workshop 3
Communication

18 June
Workshop
Operations

Nov 18

Dec 19

Jan 19

Feb 19

Mar 19

Apr 19

May 19

June 19

July 19

Aug 19

Sept 19

Conclusion

Ivo Furrer

Designated president of digitalswitzerland

Thank you

digitaltag@digitalswitzerland.com