

All we need is...

September 27th, 2018 | 2 pm – 6.30 pm
Auditorium, Beiersdorf AG

www.tedxhamburg.de

All we need is...

...to find out how we can deliver the best NIVEA eShop experience to our consumer.

We invite you to an inspirational day @ Beiersdorf: 4h creative workshop and the TEDxHamburg event!

Having endless opportunities in the digital world, what do consumer expect from a brand like NIVEA in future, how does the consumer like to interact with our brand and shop it?

Working in groups in a design thinking session you will develop solutions for this question.

WHEN: 27.09.2018

8.30am-1.30pm creative workshop
2pm-6.30pm TEDxHamburg

WHERE: Beiersdorf Headquarter in Hamburg

WHO: Bachelor/Master students of business administration, (UX) design, E-Commerce, communication, media

LANGUAGE: english

HOW: Send us your CV & YOUR inspiration (picture, sentence, video) on: "how will the customer eShop in future" until **SEPT19th** to: ayla.ucar@beiersdorf.com.