

### **T3: "Social media, gaming and content artists: Are we ready for 'game changing' in marketing?" (in German only)**

Lecturers: Dipl.-Ing. Siegrid Meier, M.A., Krummesse; Fabian Böhm, Pforzheim; Cathleen Meißner, M.A., Berlin

Presenter: André Fiedler

The use of digital social media channels has greatly changed marketing in recent years. The digital transformation not only affects people in midlife, but is also changing the behaviour of the main target group for hearing systems in the 60+ age group. In addition, this age group is growing ever stronger due to demographic change. Every second person in Germany is now older than 45, and every fifth person is older than 66 years

The tutorial will address the following questions:

- What are the effects of the changing media consumption behaviour of the target group?
- What side effects can hearing aid acousticians exploit when digital marketing strategies are applied?
- How can hearing aid acousticians prepare for the digital transformation in marketing?

In this tutorial, Siegrid Meier will explain the basics and terms from the field of social media and gaming. The session will be supplemented by Fabian Böhm, who will present concrete measures based on practical examples from his specialist store, Böhm Hörakustik. Cathleen Meißner, Senior Artist Manager for Peanut Butter & Jelly, will provide an outlook on marketing opportunities in the gaming sector. For this purpose, excerpts from live streamings will be shown for illustration.