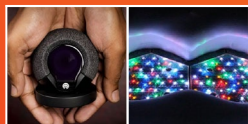


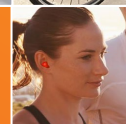
PROSUMER TALKS: CREATING VALUE IN A PROSUMER WORLD

Digital information and communication possibilities have changed consumers, as well as changing their relationships to the providers of products and services. They have evolved from passive users to active contributors. These "prosumers" have the power to change established markets – such as through reviews and direct feedback to companies. More and more often they create their own products / services and start crowdfunding campaigns.

BRINGING IDEAS TO LIFE:



CROWDFUNDING LEARNINGS



FROM INDIEGOGO



SPEECH WILL BE IN ENGLISH



Registration:

Thursday, 23 November 2017, 5.30 – 7.30 pm, JOSEPHS, Nuremberg



“Exploring the challenges and successes entrepreneurs experience when crowdfunding, along with advice on support, manufacturing, distribution and crowdfunding.”

Speech with top tips from **Joel Hughes**,
Indiegogo's European Director



In our **lecture series**, experts from different sectors share their experiences with the “prosumers” – from the perspective of established companies as well as from the perspective of digital platforms, start-ups and crowdfunding platforms.



WHERE

JOSEPHS, Karl-Grillenberger-Straße / Ecke Hintere Ledergasse 44, 90402 Nürnberg,
www.josephs-innovation.com



WHEN

Thursday, 23 November 2017, 5.30 – 7.30 pm –
followed by drinks and snacks



REGISTRATION

under <https://en.xing-events.com/FKBELDT>
Participation is free of charge. **But please show the XING registration confirmation at the entrance.**

