

Press Information

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ESMT Berlin and RCKT offer intensive program for digital future strategies

To meet the challenges of digitalization and the transformation that goes with it, [ESMT Berlin](http://www.esmt.org) and the digital consultancy [RCKT](http://www.rckt.com) have launched the intensive program "DIGITAL GROUND" for employees of medium-sized businesses.

In this executive education program to be held in German, a maximum of 30 participants will receive strategic, digital, and cultural tools that allow them to transform their business for the digital age. Under the guidance of business and digital experts, participants will develop individual concepts for this digital and cultural transformation.

The program will take place May 13-16, 2019 in Berlin. Registration costs 5,500 € per person; early registration is discounted to 4,500 € until February 28, 2019.

More information: www.esmt.org/de/digital-ground

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About RCKT

When founded in 2015 as a Rocket Internet spin-off, the digital consultancy RCKT became an autonomous part of the Rocket family. The recently voted agency of the year RCKT accompanies their clients into a disruptive and digital age, whether it is a medium-sized business, a concern or the Federal Ministry of Economic Affairs. RCKT's digitalization programs already received multiple awards, for example the #DLC for Commerzbank and the #DME for Allianz Global Investors. With these programs, RCKT already trained numerous executives for the digital transformation. <https://www.rckt.com/de/>

About ESMT Berlin

ESMT Berlin was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master's in management, as well as open enrollment and customized executive education programs. ESMT focuses on three main topics: leadership, innovation, and analytics. ESMT faculty publishes in top academic journals. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. The business school is based in Berlin, Germany, and has a branch office in Shanghai, China. ESMT is a private business school with the right to grant PhDs and is accredited by the German state, AACSB, AMBA, EQUIS, and FIBAA. www.esmt.org