



SUBMISSION FOR THE
INMA GLOBAL MEDIA AWARD

**FUTURE WEEK
AUGSBURG**

What is FUTURE WEEK AUGSBURG?

A joint project of the City of Augsburg and Augsburger Allgemeine

- Since 2023, the “FUTURE WEEK AUGSBURG” campaign week has been bringing together and connecting the topics of transformation, innovation and digitalization and bringing them to the attention of the general public.
- A week of diverse events provides a stage for innovative ideas from business, research and society, as well as the people behind them.
- The campaign week creates a platform that strengthens Augsburg as a location for innovation both locally and nationally and connects people with ideas for the future.
- The aim of FUTURE WEEK is to inspire everyone (both professionally and privately) and to highlight forward-looking visions that will advance Augsburg and the region.
- The focus of the week is on live events organized by partners from business, politics, culture, education, associations and organizations, which establish connections to various topics. These will be comprehensively covered by all channels of the Augsburger Allgemeine media.



What is FUTURE WEEK AUGSBURG?

Overview



Round Table „Future & Digitalization“



Digital Dinner
Network Event



FUTURE WEEK Podcast



Workshops & Keynotes



Impact Day, Augsburg
University of Applied
Sciences

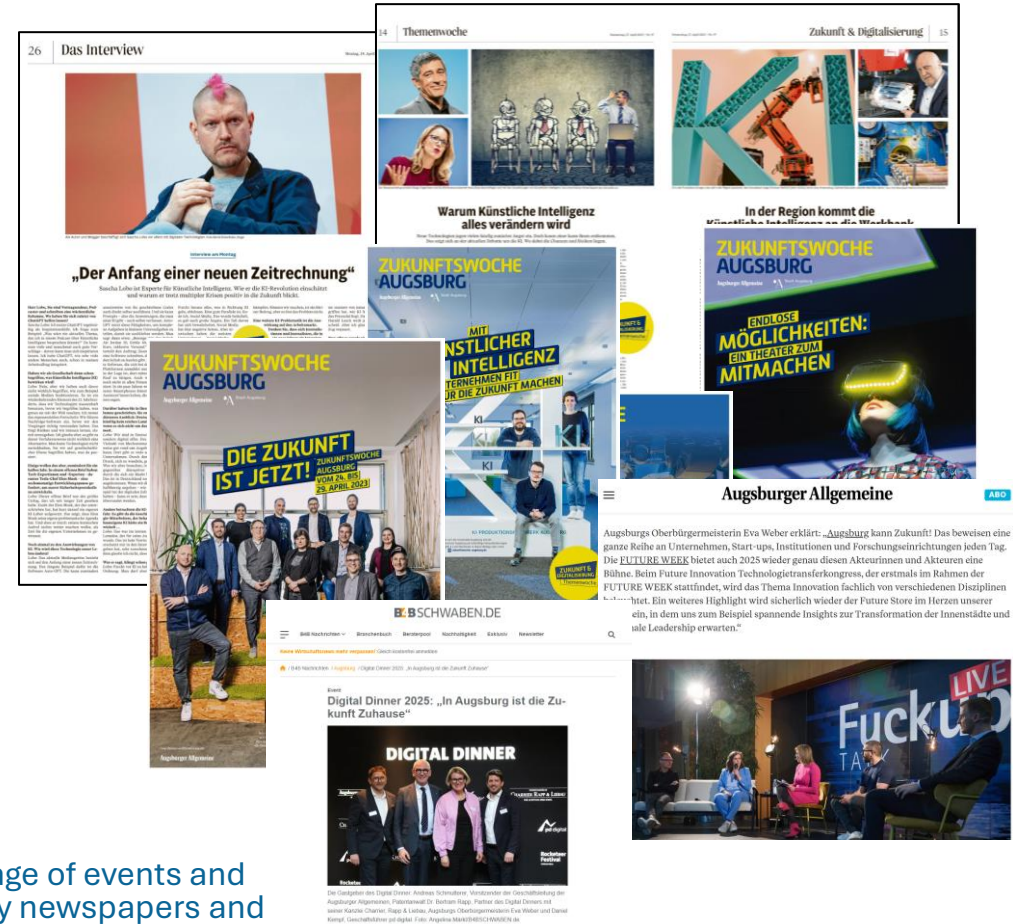


Founders Breakfast



Rocketeer Festival

Example event formats: networking, talks & discussions, and behind-the-scenes insights

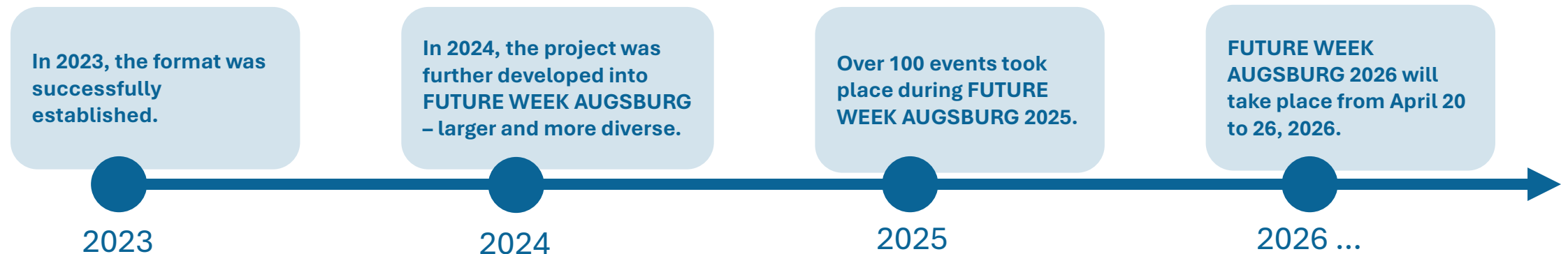


Media coverage of events and topics in daily newspapers and digital media.

Over 100 events ...

... from April 7 to 13, 2025, in Augsburg and the surrounding region.

- In 2024, FUTURE WEEK AUGSBURG took place in Augsburg with over 50 events on the topics of transformation, innovation, and digitalization.
- In 2025, the action week already included over 110 events on topics from business, education, politics, and society. Events offered included online and in-person workshops, lectures, discussion panels, guided tours, consultation hours, networking events, open-door events, and conferences.
- Over 6,000 people took part in the events and activities of FUTURE WEEK AUGSBURG 2025.



Opening Event: ROUND TABLE

The kick-off to FUTURE WEEK AUGSBURG – organized by the Augsburger Allgemeine newspaper

- Every year at the start of FUTURE WEEK, leading figures and decision-makers from politics, business, research, culture, and society discuss important topics relating to digitalization, innovation, and the future of the region.
- The topic: “Why Augsburg and the region are particularly well positioned in terms of future technologies and transformability - and what it takes to ensure that this remains in the future.”
- Media coverage via the channels of the Augsburger Allgemeine: Cross-media extension to four special pages in the Augsburger Allgemeine (over 500,000 readers) and accompanying online and video content at the start of FUTURE WEEK AUGSBURG.



Media extension in the Augsburger Allgemeine newspaper

High-impact pages in the Augsburger Allgemeine newspaper

- Highlight coverage in the print edition of the local newspaper of numerous FUTURE WEEK events
- Visually striking pages with highlights of the FUTURE WEEK events
- Topics:
 - Start of FUTURE WEEK with highlight images
 - Digital Dinner as a networking event for the region's most important innovators
 - Rocketeer Festival – the conference for digital innovations and future trends
 - State reception for the Bavarian Digital Award B.DiGiTAL



“Future” theme week in the editorial office

“Future” theme week in the Augsburgger Allgemeine Newspaper



- The editorial teams at Augsburgger Allgemeine always accompany FUTURE WEEK with extensive coverage across all channels:
 - “Future” theme week as a distinguishing feature and link to FUTURE WEEK
 - Print, online, and social media articles
 - Focus on a wide variety of future topics in the region and beyond
 - (Live) reporting and extension of FUTURE WEEK events



Media extension: FUTURE WEEK MAGAZINE

Event supplement in the Augsburger Allgemeine newspaper

In the run-up to FUTURE WEEK AUGSBURG 2025, a 28-page event supplement, the FUTURE WEEK MAGAZINE, was published in the main edition of the Augsburger Allgemeine newspaper (around 250,000 readers). In addition, the magazine was made available free of charge at numerous central locations in the city (citizen information centers, universities, co-working spaces, etc.) and distributed at all participating event locations.

Contents of FUTURE WEEK MAGAZINE:

- Complete event calendar with all information on the more than 100 events during FUTURE WEEK.
- Reporting on innovative future topics in the region.
- Placement of partners in advertisements and advertorials.
- Goal:
 - Promotion and coverage of the entire campaign week
 - Placement of innovative future topics among newspaper readers
 - Reaching a new target group and establishing the Augsburger Allgemeine brand as a driver of innovation



FUTURE WEEK AUGSBURG 2025 - Reach



Extended reach
via social media



Augsburger Allgemeine

Alles was uns bewegt



2.500.000 Contacts

The content of FUTURE WEEK reached over 2.5 million print and digital contacts.

50.000 Unique User

50,000 people actively interacted with or responded to the content of FUTURE WEEK.

6.000 Visitors

Around 6,000 people actively participated in events at FUTURE WEEK AUGSBURG 2025.

Feedback

This is how FUTURE WEEK is received by the public...



Dr. Fabian Mehring, Bavarian Minister of State for Digital Affairs:

“FUTURE WEEK highlights the opportunities that future technologies hold for our region. Together, we are developing our metropolitan region on the Lech River into a beacon for AI and related technologies in southern Germany.”



Eva Weber, Mayor of the City of Augsburg:

“Augsburg has a bright future! This is proven every day by a whole range of companies, start-ups, institutions, and research facilities. FUTURE WEEK will once again offer these players a stage in 2025.”



Prof. Dr. Claudia Reuter, Professor of Computer Science at the Technical University of Augsburg:

“We are a city of integration that promotes and implements exchange in a fascinating way. For a strong future, we must take our happiness into our own hands!”

Multimedia promotion of FUTURE WEEK AUGSBURG

How FUTURE WEEK AUGSBURG is reaching new target groups

- Outdoor advertising throughout the entire city
- Reports on radio, podcasts, TV, and national newsletters
- Social media campaigns and cooperation with partner accounts
- Curation of event partners that are as diverse as possible with a view to the broad target group

