



What you should know.... ... if you would like to register as a “trainer”:

Prerequisites

What requirements do I have to fulfill as a “trainer”?

First of all, you need a topic that you are passionate about and that could be interesting for your colleagues’ job. This topic can be directly related to your professional tasks, but it can also go beyond that. Experiences as a trainer are not required. In particular, the Bertelsmann University will support you in holding your presentation or workshop digitally. We offer you helpful tips in preparing your digital session in “Train the Trainer” workshops (see “Process”).

What are the options if I am not yet sure that I want to participate as a trainer?

If you are unsure about joining as a trainer, and want to know more about the "Your Campus" process or have any questions about a topic, the Bertelsmann University is hosting info sessions. The "Your Campus - Want to know more?!" sessions for potential new trainers take place on **March 30, 2022** in German and English.

- German: March 30, 2022, 10:00 – 10:45 am CET | Click [here](#) to join the session.
- English: March 30, 2022, 3:30 – 4:15 pm CET | Click [here](#) to join the session.

What topic could be interesting for the “Your Campus”?

As mentioned above, your topic should be interesting for colleagues in your organization or for other colleagues at Bertelsmann – it can be job related or a passion from your personal life. Give insights into exciting techniques, such as: “How to build a team and lead in a virtual world?” or “Digital Storytelling” or what to take into consideration when having difficult conversations. So – there are no limits to the topics – it is you who decides what topic you want to share – as long as you are an Expert in it. :)

Why should I participate and share my knowledge?

Self-directed and social learning are important characteristics for future, lifelong learning. Let's be honest - learning new things is often more fun in a group, and learning from others who are colleagues in the same group as you is even better. :) With the "Your Campus" we want to give you a platform and demonstrate how much competence already exists in our

company due to you. Nevertheless, we know that you must invest time in the preparation and implementation and we appreciate this. Your benefits are:

- You have the opportunity to **improve your own virtual presentation skills through free "Train the Trainer" sessions with our partner "Own the Room"** (see Process).
- Your own development is important to us. How do you manage to set concrete professional and private development goals for yourself? How can you integrate more "learning" into your own everyday life? This is exactly how we want to support you: Therefore we are offering 30 seats in an exclusive Bertelsmann University pilot format, the "Your Growth Booster". The **"Your Growth Booster" is a 12-week format in which you define your individual development goal and learn to track it in a focused way**. With the help of practical methods and hacks you increase your learning speed and integrate the knowledge and skills into your everyday life. And the best thing is - there are no costs for you. However, there is a "catch" - seats are limited, so it is "first-come, first-serve".
- And **"LAST BUT NOT LEAST"**: This year we will be raffling of **five attractive prizes to a five lucky trainers!** These could be great material prizes or participation in exclusive Bertelsmann University programs, including accommodation costs and an additional highlight for the first prize.

As you can see: It is worth it in EVERY CASE!!!! :)

Do I need the consent of my manager?

No written declaration of consent is required. However, we do ask you to consult with your manager in advance about a possible registration.

General conditions

How much time do I need to schedule to hold my training and how often can I complete my session?

You decide how long your training session should be and how often you want to offer it. You can offer your training once or several times during the implementation period of the "Your Campus".

Experience has shown that digital sessions should last about 45-90 minutes, depending on the topic and the information to be conveyed. Since digital sessions in particular are very exhausting for maintaining concentration, you can consider splitting longer sessions into shorter units. Especially if you want to offer a very complex topic, we recommend that you split up your session and focus. You should also allow enough time to go over all the technical preparations before your session begins.

Where and when do the sessions take place?

The sessions will all take place 100% digitally between **May 10 - September 19, 2022**.

Why does this "Your Campus" take longer than the previous ones?

Our goal is to ensure that knowledge is shared continuously within our company. The longer period of time offers the possibility that

- you can choose the most suitable time for your session.
- you can offer your session more often, even if there is a high demand.
- you can also decide at a later point in time during the process to offer a session.

Who can attend my session?

Offering all sessions virtually this initiative enables colleagues to participate across divisional and regional boundaries – regardless of where they work. The goal is to learn from each other and share skills across the Bertelsmann world.

What language should I offer my training in?

You can offer your training in your native language or in any other language you feel comfortable presenting in. You will include the greatest possible number of colleagues if you offer your training in English.

Who is my training aimed at?

Please indicate in your registration if your training is aimed at beginners, advanced learners, or a specific target group. This gives you the opportunity to better tailor your content to the target group. It also lets participants assess more quickly whether the presentation / workshop will serve to expand their skills.

How many participants are allowed in a session?

The number of participants depends on the format of your training. You can specify the desired number of participants in the registration form. Based on past experience, we recommend (max.) 150 participants for lectures and presentations. You also can not limit the number of participants at all. For interactive workshops, we recommend a maximum of 30 participants per training.

PLEASE NOTE: Due to a combination of long waiting lists and “no shows” of attendance of already registered participants, we will automatically overbook your course by approx. 30% to compensate no-shows.

Is the implementation of the session as well as the participation in the “Train the Trainer” workshop counted as working time?

This can vary from organization to organization. Please contact your local “Your Campus” contact about this.

Process

What do I have to do if I want to register as a trainer?

Use the [interactive form](#) to register as soon as possible and no later than **July 15, 2022**. Please fill in the form completely. We would also appreciate a photo of you to add to the program overview. Please send the picture separately to university@bertelsmann.com. You will receive feedback from your organization’s “Your Campus” contact in a timely manner to clarify any questions that may arise.

Can I set the date of my session myself?

Yes, based on your availability, you can set dates for your session(s) in the implementation period (Ma 10 – September 19, 2022) and enter them in the form. Please pay special attention to your time zone when selecting the time. Please also be aware of possible vacation periods and national holidays, and be aware that sessions may not be booked as much during these times.

What technical platform do I need to use for my training?

We believe that the tool you use in your organization for video conferencing or meetings is the tool you are most comfortable with. Therefore, this should also be the tool you use to conduct your session (such as Microsoft Teams, WebEx or Zoom).

Please note that you must set up the digital meeting room for your training yourself and include it in the registration form so that we can provide all participants with the access link. This way we ensure that you have the moderation rights for your seminar and can test all functions in advance if desired.

I would like to do my training together with someone. What do I need to consider here?

It is often even more fun to "burn" for a topic together and to share the knowledge. Therefore, you are welcome to run your session together with one or more colleagues. You can provide all the necessary information in the registration form. Please make sure that your co-trainers also send a photo to the email address university@bertelsmann.com.

How do I proceed if I want to split my training into multiple sessions?

The registration form addresses this, too. Feel free to specify the follow-up dates directly.

Are there any formal requirements for my session?

No, you decide how you want to structure your session. To help you, Bertelsmann University offers "Train the Trainer" workshops. To help you prepare the instructional aspects of your sessions. They support you present your digital training session in an impactful manner.

What is the "Train the Trainer" concept?

The Train the Trainer concept includes different levels. The "Introduction" level is aimed at trainers who are taking part in the format for the first time and might feel a little uncertain about the "digital stage" and presenting. The "Deep dive" level of the concept is aimed at trainers who have already gained experience in presenting virtually, but still have a question or two, or would like to get feedback on their presenting skills.

For new trainers, Bertelsmann University, together with the world's leading provider of communication training Own the Room, offers 90-minute virtual trainings. In these trainings you will get tips and tricks on making your session interactive.

Trainers who have already participated have the chance to refresh their knowledge in a "Deep Dive" training, to get some new input and ideas, or to ask questions about their experiences.

Where can I ask questions about the process of how to run my session?

The Bertelsmann University offers "Kick-off" sessions for all trainers before the "Your Campus" starts. These sessions will take place virtually on **May 3, 2022 and July 18, 2022**. This gives you the opportunity to ask your questions and get last-minute input for the implementation. You will receive further information on this in the follow-up to your registration.

In addition, we will also automatically invite you to a Microsoft Teams group. Here you will also have the opportunity to ask questions directly.

... if you would like to be a participant:

Conditions of participation

Who can participate “Your Campus” sessions?

All colleagues from Bertelsmann companies, including interns and apprentices, can participate.

Please note: As the participation of interns and trainees is limited (depending on how fully the workshops are booked), we ask you to discuss this with the respective Your Campus contact person of your organization.

How many sessions may I attend?

Since all Bertelsmann colleagues worldwide can participate, the number of possible sessions is limited **up to 5**. This way, we give as many colleagues as possible the chance to participate.

How do I register for the “Your Campus” sessions?

You can register via the [sessions' timetable](#) on the Bertelsmann University website, which can be done **from May 3, 2022 at 3 pm (CET)**. It contains a link, for each session, to the corresponding registration in peoplenet.

Where and when do the sessions take place?

The sessions will all take place 100% digitally from May 10 – September 19, 2022.

Is attending a session considered working time?

This may vary from organization to organization. Please contact your local “Your Campus” contact.

Do I need to consult with my manager before enrolling?

You can decide whether to contact your manager yourself. However, your manager should be informed about any specific absences that will result from your attendance.

If you have any further questions, please get in touch with your “Your Campus” team contact person / your HR department. You can find an overview of all contact persons [here](#).

... if you are a manager and would like to learn more about this initiative:

What is the rationale behind it?

- Learning from each other, learning with each other: In this format, colleagues across the Bertelsmann Group share their knowledge in digital presentations or interactive workshops that they conduct themselves. They are #Learnfluencers!
- “Your Campus” promotes the Group-wide, internal exchange of knowledge among colleagues at Bertelsmann and also offers colleagues an opportunity to expand their network across divisional boundaries.
- Generally, all topics are welcome. They can come both from the direct professional environment as well as from the private. The aim is to provide an insight into exciting, relevant topics with which the participants can either deepen their knowledge/skills or look beyond their own horizons.

What should I know as a manager?

- Interested colleagues who would like to present on a topic should coordinate this with their supervisors in advance.
- To be able to carry out the session, preparation is required on the one hand, and the actual time of implementation on the other. We encourage you to make individual arrangements with the trainers to allow them the time they need within their working hours.
- We know from experience that the **participation of executives** in particular is seen as an important and positive sign by participants. Therefore, we encourage you to either share your own expertise in a session or sign up for a training or two. Because: It's your campus too! Provide support by sharing your expertise, and contribute to strengthening our learning culture by participating as a trainer!