

The JvM Academy

The face of marketing communication is undergoing a sea change: new channels, new disciplines and the sheer mass of technological innovations are all paving the way to a hitherto unknown level of diversity.

And to a veritable explosion of requirements in terms of knowledge, abilities and skills.

This revolution necessitates solid training and ongoing professional development – which is why Jung von Matt has joined forces with the Good School to establish a training center: the JvM Academy.

Our Proposal

For talented young people, we offer the most advanced and universal training courses to turn them into the creatives of tomorrow.

Each year, 20 young people partake in a sound two-year dual training program. The students are trained at the Academy and get the opportunity to put what they have learnt into practice in an agency setting – be it at JvM itself or elsewhere.

For JvM employees, we constitute an endless source of inspiration and professional development.

The over 1,000 people that make up the agency group are equipped with the tools they need to meet the challenges set to face marketing communication – with top lecturers as well as workshops, educational trips and inspiring events held on a regular basis.

Our Mission

The JvM Academy is not only intended as a center for training and professional development, but also a factory that stands for progressiveness, one where research is a focus and where the tone is set for the industry as a whole.

Our Role Model

The Axel Springer Academy, Germany's most progressive journalism school, provided the blueprint for our academy.

Training

The classes themselves are taught over 120 days and arranged in blocks over a two-year period.

When they're not in the classroom, students deepen their knowledge through practical training sessions. During this time, they remain in contact with the Academy and fellow students, and have recourse to additional material online.

In order to recruit truly talented individuals, the training is kept affordable for everyone: tuition fees in the amount of €800/month equate precisely to the sum for which the trainees are remunerated over the two-year period. In addition, Jung von Matt awards three full scholarships each year.

Furthermore, an innovative form of educational funding is available as a result of the partnership with brain capital GmbH, an investment company for tuition financing funds.

Those enrolled on this program are not liable to pay any tuition fees whatsoever. In return, students agree to make income-related payments upon graduation. These payments are only due once the student in question is earning a minimum amount.

Course Content

The two-year-long training course covers everything the next generation of creatives need to know and be able to do. For example, students learn all about how to write video game scripts, the basis of programming, and about social media monitoring – as well as receiving an introduction to the world of SEO.

It goes without saying that they're trained in the development of storyboards for promotional films across all formats, and from animated banners right through to

interactive YouTube videos. And how to write texts that blow people's minds and are a hit on search engines.

Students learn how to get to grips with creative content and become knowledgeable about the full range of media and channels. And they learn how to connect these across all media. They try out new tools and find out how they're used by creatives and designers: from business model canvases and customer journeys through to visual thinking.

The JvM Academy does not adhere to a timetable in the traditional sense. Instead, students learn by virtue of practical projects; these are known as challenges. These challenges are led by experts who can provide the requisite knowledge base and shape it to suit the needs of day-to-day agency life.

The entire course is therefore highly practical and interactive, taking place as it does in labs, and through simulations and workshops – and not just in the traditional classroom format. A workshop is also available for conducting experiments with technologies such as Arduino. This workshop features sensors, circuit boards, computer hardware and creative materials that can be used to build interactive objects.

In order to avoid promoting a monoculture among students and familiarize them with a diverse array of creative aspects, the JvM Academy is forging partnerships with specialist agencies and tech companies – and giving students the opportunity to spend some time there.

A broad “holistic media” training course like this is the only one of its kind out there.

Examples of lecturers for training courses:

From the Good School:

- Christoph Bornschein
- Wolfgang Lünenbürger-Reidenbach
- Anna Lena Schiller
- Jonas Wegener
- André Krüger
- Bernd Krämer
- Stephan Bayer
- Philipp Möhring
- Christian Gast

– Arne Habermann (and others)

From Jung von Matt:

- Hans Albers
- Dörte Spengler-Ahrens
- Götz Ulmer
- Tobias Grimm
- Nicole Holzenkamp
- Dennis Hofmann
- Boris Fründt (and others)

Senior management:

- Simone Ashoff, Head of the Good School (Director)
- Inka Wittmann, Head of Talent Management, Jung von Matt (Management)
- Prof. Jean-Remy von Matt, Jung von Matt (Trustee)

The Advisory Board

The Advisory Board comprising experts and creatives advises us and uses its network to support us:

– Dr. Markus Baumanns

Markus Baumanns is a 48-year-old Managing Partner of management consultancy schumacher & baumanns. the company companions, which supports processes of change in medium-sized enterprises. Markus Baumanns was instrumental in the establishment of Bucerius Law School, the Kühne Logistics University and the D&F Academy.

– Stephan Bayer

Stephan Bayer is the 30-year-old founder and CEO of online private tuition platform sofaturator.com. Since 2008, he has used sofaturator to bring his vision to life, a vision of how to support all pupils and students as best as possible in terms of lessons, homework, private tuition and exam preparation – online and from on the go.

As an entrepreneur and power networker, he was named one of the 100 most important figures of the European digital industry at NEXT Berlin 2013 and now heads up a team of over 74 permanent staff. As an innovative education activist, he is one of the most

renowned proponents of a new education movement that proactively develops, implements and discusses new ideas in forums such as EduCamps. Last but not least, he used the forum to share his views on the digital schoolbook.

– Christian Boros

Christian Boros uses BOROS Group to provide commercial enterprises and cultural institutes with consulting services, regularly gives talks on the topic of “Culture as a commercial factor” and takes on teaching assignments at the University of Wuppertal and the Zeppelin University in Friedrichshafen. Since 1990, Christian Boros has had a hand in putting together one of the largest collections of contemporary art in Germany. His very own BOROS Foundation has been presenting selected highlights from the collection in a renovated bunker in the Berlin-Mitte district since 2008 and has already welcomed over 150,000 visitors.

– Detlev Buck

Detlev Buck has long been one of Germany’s most well-known movie directors. The movies he produced in the 90s, such as *Wir können auch anders* (*No More Mr. Nice Guy*), *Karniggels* (*Bunniez*) and *Männerpension* (*Boarding House for Men*) have achieved cult status. And movies such as *Knallhart* (*Tough Enough*, 2005), *Hände weg von Mississippi* (*Hands off Mississippi*, 2006), *Same Same But Different* (2009) *Rubbeldiekatz* (*Woman in Love*, 2011) and *Die Vermessung der Welt* (*Measuring the World*, 2012) illustrate how he has continued to develop.

– Stephanie Czerny

Stephanie Czerny is a cofounder of innovation conference DLD (www.dldconference.com), CEO of DLD Media GmbH and founder of the DLDwomen Conference (www.dld-women.com). She has a Political Science degree, is a graduate of the Deutsche Journalistenschule (German School of Journalism) and is guided by her own personal principle in everything she does: connect the unexpected.

– Bobby Dekeyser

Bobby Dekeyser is a former Bundesliga goalkeeper for Bayern München and a successful entrepreneur. His company DEDON stands for prize-winning furnishings created by top designers and is also known for raising the bar in terms of ecological awareness. Today,

DEDON is present in 80 countries and has been transformed from a brand for outdoor furnishings to the ultimate brand in the area of outdoor living.

– Heiko Hubertz

Heiko Hubertz is the founder of Bigpoint, a company that ranks among the top five developers and publishers of browser and online games worldwide. The qualified computer scientist is a veritable pioneer in the games industry and one of the top ten online gaming specialists in Germany.

– Harald Neidhardt

Harald Neidhardt is founder and trustee of MLOVE. He is also one of the cofounders of Smaato – a pioneer in the area of mobile advertising headquartered in San Francisco. Before joining Smaato, he was at the helm of decorated digital agencies in the US and Europe. He is passionate about the future of mobile communications and its potential for brands, entrepreneurs and society as a whole.

– Nicole Höfer-Wirwas

Nicole Höfer-Wirwas used to work as a creative at Jung von Matt. For many years she has looked after the training and professional development of the creatives of tomorrow. Among other things, she is a cofounder of BOOST seminars, an advanced training initiative for the communications industry.

Further Information

The JvM Academy is a subsidiary of JvM-Foundation GmbH (in the course of incorporation)

Equal partners: the Good School and Jung von Matt AG.

The first students of the JvM Academy will enroll for the spring 2014 semester. The application process for the 20 available places will take place in the fall. The deadline for applications is November 30, 2013.

JvM-Academy, Rinderstall, Vorwerkstrasse, 20357 Hamburg-St. Pauli, Germany
www.jvm-academy.org