

Old is so yesterday

When his mother learned in 1996 that her son programs websites, she was appalled. Therefore, Alexander Wild founded the first German online club for people over 60 in 1998 – and became a laughing stock. In 1999, he hosted the symposium “Senioren agil – Wirtschaft senil?“, but the event had to be cancelled due to a lack of participants. And today? The mega trends digitization and demographic change confirm what the astute entrepreneur realized early on...



CEO, Speaker

Expertise: Digitization, demographic change, 50plus – and online marketing, innovation, securing the future

Languages: German, English

LECTURES

- The role of digital in senior marketing

PARTICIPANT FEEDBACK

"The event was well received by the participants and we received a lot of positive feedback. We found it very positive that Mr. Wild was already there during the first presentation and contributed to the discussion. Thus, the two impulse lectures complemented each other very well and gave two perspectives on the huge field of "demography". We still have the post-it's with the heart's desires of the seniors hanging in the workshop room - your message still accompanies us!"

Julia Peherstorfer / Digital Impact Labs Leipzig GmbH

HAPPY CUSTOMERS

Digital Impact Labs Leipzig GmbH
Stadt Dessau-Roßlau



BERATUNG@5-STERNE-REDNER.DE



+49 (0) 821 790040-10

WWW.5-STERNE-REDNER.DE



JETZT BEGEISTERN LASSEN.