



# Institution & Industry Collaboration

a Flexible and Integrated Approach  
to the Benefit of Students

# CONTENTS

- what media academy offers
- integrated education
- benefits to students
  
- looking for local partners

Doha Tribeca Film Festival 2011



Hala Show 2011



Laser & Fireworks @ VAE







... what we offer in our education unit.

## Technology

- Event Technology
- Rigging
- Lighting Control Desks
- Media Server, LED, Laser
- Video
- and more ...

## Management

- Event Management
- Production Management
- Event Technology for Business People
- Executive Training
- Communication
- and more ...

## Design

- Lighting Design
- 3D & Animation
- Graphic Design
- Video
- and more ...

... it's all about entertainment ...

## About



based in Berlin, Germany

# Training for

Adult - Apprentices - Academic  
Industry Demand - TrainTheTrainer

- founded 1995 within  
**SIEMENS**

spin-off  
2005

**VET Unit**



**Communication  
Agency**

3D & Graphic Design - Video  
Web & Mobile Development



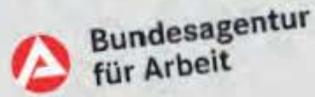
**Production  
Company**

Full Service - Corporate Events  
Public Events - Exhibitions

# Services

"people with high level training experience a substantial gain in their living standards"

"reducing the requirement to be trained on the job again"



ISO 9001 & ISO 29990:2010



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# Certification & Value

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"Integration of Soft Skills"



"continuous adjustment to changing requirements"



"main focus of the job is operative"

"faster innovation cycles"

## ... how does the collaboration work?

- dual education approach (company / school)
- job placements / recommendations
- internships / freelancing / projects

it's not only about skills  
... but also competence





# Benefits to Parties

## Students

- real projects / practical training
- understanding market mechanism
- access to newest technology



## Industry

- Co-Creation of curriculum
- access to best students
- familiarize with products (Dry Hire & Sales)

## media academy

- understanding market needs
- up-to-date curriculum
- access to newest technology

... more info? Try

**technology**

lighting & sound  
media technology  
rigging

**management**

eventmanagement  
eventsafety  
legal regulations

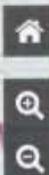
**design**

lighting design  
content design  
websites & apps

more information



No scanner? Try <http://bit.ly/xn>



ISO29990:2010

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