

Welcome to the DIGIT Bootcamp Journey!

We're very excited that you have already contacted your facilitator and expressed your willingness to participate in the DIGIT Bootcamp.

This means you are now ready to begin your learning journey — and just below, you will find the registration form you need to complete.

But before you register, let us briefly explain **what the whole process looks like** and what you will be doing step by step.

DIGIT Bootcamp consists of two competition phases:

- **Phase 1** - Work in groups on a business challenge.
- **Phase 2** - Participation in a two-day international event themed Black Mirror Edition

0

Enroll in the DIGIT Bootcamp

- **Enrollment from January 7th!**
You will join the Bootcamp together with **3 students from your university** participating in the project. **If you have a group already, put the names of your team members in the form!**
- **Important: To officially enroll, all members must complete the registration form at the bottom of this page.**
Without submitting the form, your participation cannot be confirmed.



1

Work in groups on a business challenge

1.1 Complete the Pre-Test: Future Competencies Assessment

Before you begin working with your facilitator, you will take a short pre-test. This test will help you understand your initial level in several key competencies that we will develop throughout the project.

You must complete the pre-test before **starting the PBL work**. Your facilitator will send you the link to the pre-test once the group is confirmed.

1.2 Work with PBL Materials and Your Facilitator

This is your core preparation stage. Together with your facilitator, you will:

- explore the PBL cases and learning resources,
- develop future-oriented competencies,
- receive guidance and feedback at every stage.

This phase must be finished by the end of February.

1.3 Evaluate the PBL Materials and the Learning Process

Your feedback is an essential part of the project. You will:

- complete a short evaluation,
- give your facilitator feedback about the materials and the PBL process,
- reflect on what was most helpful for your learning.

This phase must be finished by March 10th.

1.4 Complete the Post-Test: Competency Development Check

After finishing the PBL work, you will take the post-test to see how your competencies have grown. This allows us to compare your progress from the beginning to the end of the pathway.

This phase must be finished by March 10th.

Once you successfully complete all tasks in phase 1 you will win 100 €.



2

A two-day international event themed **Black Mirror Edition – March 12–13th, 2026**

The Bootcamp is the highlight of the programme — a two-day international event themed **Black Mirror Edition**, where you will work **online** in teams from Austria, Croatia, Hungary, Italy, Poland, Spain and Sweden, explore future of marketing and present your solutions.

Below is the full structure of the event.

DAY 1 “Episode Zero: Future Systems Upload”

15:00 - 17:00 › **Keynote Speakers**

Experts in: future scenarios, artificial intelligence, digital transformation in marketing.

DAY 2 “Main Episode: The Challenge Unlocked”

10:00 - 10:15 › **International Team Assignment**

10:15 - 13:00 › **Challenge Reveal + Work Session**

13:00 - 14:30 › **Live Presentations + Q&A – The Mirror Test**

14:30 - 15:00 › **Keynote Speaker**

15:00 - 15:30 › **Award Ceremony**

The top three teams will receive prizes:

1st place: 1000 €

2nd place: 700 €

3rd place: 500 €

So... Are you ready?
Please register from January 7th.