


# Networking on a monthly basis: “First Tuesday” at the Digital Lab in Berlin

26/06/2017 Information, communication and a barbecue – all of this can be found at the First Tuesday event hosted at the Digital Lab in Berlin. The networking forum took place on the first Tuesday of June, making this the eighth time the event has been run.

The First Tuesday event at the lab on the River Spree is the perfect place for anyone looking to network with others in a relaxed atmosphere and with an interest in digital technology. The public networking event, which takes places on the first Tuesday of every month is an initiative run by the Porsche MHP subsidiary, one of the leading management and IT consultants in the automotive industry. The event offers start-up companies, freelancers, and interested parties from the Berlin technology scene and MHP the opportunity to interact with each other and familiarise themselves with the think tank. The lab opens its doors to guests from 6:00 pm on the first Tuesday of every month. Everyone is welcome and registration in advance is not necessary. Attendees can enjoy cold drinks and a barbecue while listening to short talks and pitches from start-up companies on the topics of digitalisation, artificial intelligence,

Industry 4.0, and big data. Guests also have the opportunity to visit the exhibition stands to find out about current projects and technical prototypes of the Porsche Digital Lab.

At the most recent First Tuesday event start-up companies from the fields of interface, software programming, and influencer marketing presented their business models. At a Porsche Digital Lab demonstration stand, the team explained its remit and explained how new technology is helping Porsche employees to adopt flexible ways of working. As part of this presentation, the team showcased various concepts including chatbots and methodical expertise relating to SCRUM development and Design Thinking.

## Gallery

### Link Collection

Link to this article
https://newsroom.porsche.com/en/innovation/digital-deep-tech/porsche-digital-lab-first-tuesday-networking-event-technology-digitalisation-big-data-13869.html

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