

September 23rd 2019

# Data as Political Capital

What kind of Rules & Regulations do we need for a digitized Democracy?



Cosmonauts  
& Kings



KONRAD  
ADENAUER  
STIFTUNG

**Join for an exciting event to discuss one of the hottest topics in digital political communications worldwide!**

Digitization has completely altered the way our societies communicate and how political opinion-making is shaped. Foreign interference, online hate-speech, data leaks on social media platforms and fake-news have made it more important than ever to define a global rules-based system and code of conduct that sets a common standard and protects democracy.

The discussion with Germany's leading startup for Digital Political Communications and Teddy Goff, one of America's key figures from the campaigning landscape, will provide a state of lay of current debates in Europe and the US, and will draw attention to the action that needs to be taken in order to have resilient democracies in the age of new technologies and artificial intelligence.

## Agenda

6:30 - 7:00pm

Welcome reception

7:00 - 07:05pm

Opening remarks by Mrs. Andrea E. Ostheimer,  
Executive Director KAS New York Office

07:05 - 07:15pm

Keynote impulse by Cosmonauts& Kings  
"Data as Political Capital: What rules do we need now?"

07:15 - 08:00pm

Conversation with Teddy Goff and discussion with participants

Starting 08.00pm

Casual drinks

**Register via Mail**  
 [newyork@kas.de](mailto:newyork@kas.de)



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# About the speakers



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 teddygoff

Teddy Goff is a co-founder and partner at Precision, where he leads our digital practice. Teddy's team develops strategies and runs programs for major corporations, innovative startups, leading nonprofits, and progressive campaigns. Prior to Precision, Teddy was the digital director for President Obama's re-election campaign, leading digital strategy and managing the 250-person nationwide team responsible for the campaign's social media, email, web, online advertising, online organizing, front-end and product development, design, and video presences. TIME described his work as "redefining the limits of viral politics."



 jurischnoeller

Juri Schnöller is Co-Founder and Managing Director of Cosmonauts & Kings - Germany's leading start-up for data-driven digital political communication. He has previously held various positions in the digital campaigns of Chancellor Angela Merkel and former EU-Commission President Jean-Claude Juncker. Juri studied Public Management & Political Science at Zeppelin University and at American University in Washington D.C. Juri is a certified trainer for the Konrad-Adenauer Foundation and trains young political leaders and civic activists on international missions worldwide. He was nominated as one of the U-35 Rising Stars by German magazine Politik & Kommunikation and is a regular speaker at University seminars and conferences.