Executive Education
2020/2021
Understand today. Shape tomorrow.
Flexible training for professionals

Design the study plan that best fits your needs, from individual courses to certificate programmes.

In the ever-developing world of public affairs, life-long learning is key. Executive Education at the Hertie School offers a range of short courses for mid-career professionals, a flexible executive degree programme and customised seminars for institutional clients. All programmes are practice-oriented and focus on the fields of public management, governance, leadership, communication, decision-making and digital transformation.

Our professional development programmes offer tailor-made online and on-site seminars for clients across all sectors: public administration, international organisations, non-profits, the media, the corporate sector, think tanks and academia. Programmes combine policy insights, innovation in governance and administration with capacity development through leadership and management skills.

Join executives from across sectors and coming from over 60 countries in the heart of Berlin to enhance your skills, expand your network and take your career to the next level. We leverage the Hertie School’s broad and deep expertise to address the needs of policy professionals who wish to expand their knowledge as they serve the public good. A renowned international faculty and experienced practitioners make our courses a unique forum for learning and professional exchange. Credits earned are transferable. Furthermore, you will become part of the Hertie School’s extensive and very active alumni network.

“Being at the Hertie School was great, because I could take a step back and look at what I was seeing in the workplace in public management and analyse and understand it better. Using those frameworks, I could also improve what I was doing – I could identify what was missing, how I could do things better, or who else I needed to bring in.”

Riefqah Jappie
Representative of the International Trade Centre to the United Nations

What we offer

Overview

Customised Programmes → page 5
- Tailor-made seminars and training sessions for clients from every sector, online or on-site in Berlin
- Content and format reflect the specific needs and interests of our clients

Open Enrolment → page 8
- Executive Seminars
- Skills Training
- Workshops in Brussels and London
- Certificate Programmes
- Joint Certificate Programmes with ESCP Europe
- Certificate within the European and Transnational Governance Network

Executive Master of Public Administration
- Full-time (1-year) or part-time (2–4 years)
- Specialisations in ‘Leading innovation and managing change’, ‘Digitalisation and big data’ and ‘Global governance frontiers’
- MPA degree (60 ECTS credits)
- Credits from open enrolments are transferable

European Capitals
- Joint programme by the Hertie School’s Executive Education department, the LUISS School of Government, Rome (Italy), and the International School for Government, King’s College London (UK)
- Focus on policy and management processes in European countries
- Contributes to building a pan-European network among public policy and management executives
- Three modules take place in Rome, Berlin and London
Who we are

Andrea Römmele
Dean of Executive Education and Professor for Communication in Politics and Civil Society

Andrea’s research interests lie in comparative political communications, political parties and public affairs. She was Fulbright Distinguished Chair in Modern German Studies at the University of California, Santa Barbara and has been a visiting fellow at the Johns Hopkins University in Washington, D.C. (US) and the Australian National University in Canberra (AU). Andrea is co-founder and editor-in-chief of the Journal for Political Consulting and Policy Advice and also works as a consultant to political and corporate campaigns.

Martina Specht
Finance Associate Executive Education

Martina is responsible for financial management and contracts. She holds a degree in business administration (FH) from the FOM Berlin. Before joining the Hertie School, she worked as a consultant, assisting governments with strategic projects related to sustainability and economic development.

Eva Savinova
Team Lead and Manager Executive Education

Eva is responsible for the development and management of high-profile executive training programmes and international partnerships. Eva holds a master’s degree in European Studies and Politics from the University of Kent (UK) and the University of California, Berkeley (US). Before joining the Hertie School, she worked in several international companies in Switzerland and was a researcher at the United Nations Headquarters in New York.

Susan Gössling
Project Coordinator Executive Education

Susan is responsible for customised programmes as well as for fundraising and online formats. Prior to joining the Hertie School, she spent several years running international education programmes in Egypt and South Africa. Susan holds a master’s degree in International relations from Freie Universität Berlin and an MA in African Studies from the University of California, Santa Barbara.

Bernhard Knoll-Tudor
Director of Executive Education and Adjunct

Prior to his appointment at the Hertie School, Bernhard served as director of the Global Policy Academy at Central European University, Budapest (HU). He worked for ten years for the Organization for Security and Co-operation (OSCE) in Sarajevo, Pristina and Warsaw and held positions at the European Union Monitoring Mission in Kosovo, and with the Austrian Ministry of Foreign Affairs. Bernhard obtained his PhD from the European University Institute in Florence (IT) and his MLA from John Hopkins/SAS in Washington, D.C. (US).

Oliver Klawitter
Project Coordinator Executive Education

Oliver is responsible for customised programmes and communication strategies. Previously he was heading the Brussels’ liaison Office of Knut Hovey Educa- tion (BB). He has worked at the European Commission Education (Audiovisual and Culture Executive Agency), University of Alcalá (ES) and the advertising agency Jung von Matt. Oliver holds a bachelor’s degree in Political Sciences and Media Sciences from Technische Universität Dresden and a master’s degree in Social and Business Communications of the Berlin University of the Arts.

Johanna Barckhausen
Project Coordinator Executive Education

Johanna is responsible for customised programmes and communications. She studied Social Sciences and Portuguese at Humboldt-Universität zu Berlin and Universidade Nova de Lisboa (PT). Before re-joining the Hertie School, Johanna gained experience in different institutions within the field of international communication.

Frank Garrison
Project Coordinator Executive Education

Frank is responsible for open programmes and customised programmes. He is a graduate of the Hertie School and the Maxwell School of Citizenship and Public Affairs at Syracuse University (US). Before re-joining the Hertie School, Frank worked as a consultant, assisting governments with strategic projects related to sustainability and economic development.

Andrea Römmele
Dean of Executive Education and Professor for Communication in Politics and Civil Society

Andrea’s research interests lie in comparative political communications, political parties and public affairs. She was Fulbright Distinguished Chair in Modern German Studies at the University of California, Santa Barbara and has been a visiting fellow at the Johns Hopkins University in Washington, D.C. (US) and the Australian National University in Canberra (AU). Andrea is co-founder and editor-in-chief of the Journal for Political Consulting and Policy Advice and also works as a consultant to political and corporate campaigns.

Martina Specht
Finance Associate Executive Education

Martina is responsible for financial management and contracts. She holds a degree in business administration (FH) from the FOM Berlin. Before joining the Hertie School, she worked as a consultant, assisting governments with strategic projects related to sustainability and economic development.

Eva Savinova
Team Lead and Manager Executive Education

Eva is responsible for the development and management of high-profile executive training programmes and international partnerships. Eva holds a master’s degree in European Studies and Politics from the University of Kent (UK) and the University of California, Berkeley (US). Before joining the Hertie School, she worked in several international companies in Switzerland and was a researcher at the United Nations Headquarters in New York.

Susan Gössling
Project Coordinator Executive Education

Susan is responsible for customised programmes as well as for fundraising and online formats. Prior to joining the Hertie School, she spent several years running international education programmes in Egypt and South Africa. Susan holds a master’s degree in International relations from Freie Universität Berlin and an MA in African Studies from the University of California, Santa Barbara.

Bernhard Knoll-Tudor
Director of Executive Education and Adjunct

Prior to his appointment at the Hertie School, Bernhard served as director of the Global Policy Academy at Central European University, Budapest (HU). He worked for ten years for the Organization for Security and Co-operation (OSCE) in Sarajevo, Pristina and Warsaw and held positions at the European Union Monitoring Mission in Kosovo, and with the Austrian Ministry of Foreign Affairs. Bernhard obtained his PhD from the European University Institute in Florence (IT) and his MLA from John Hopkins/SAS in Washington, D.C. (US).

Oliver Klawitter
Project Coordinator Executive Education

Oliver is responsible for customised programmes and communication strategies. Previously he was heading the Brussels’ liaison Office of Knut Hovey Educa- tion (BB). He has worked at the European Commission Education (Audiovisual and Culture Executive Agency), University of Alcalá (ES) and the advertising agency Jung von Matt. Oliver holds a bachelor’s degree in Political Sciences and Media Sciences from Technische Universität Dresden and a master’s degree in Social and Business Communications of the Berlin University of the Arts.

Johanna Barckhausen
Project Coordinator Executive Education

Johanna is responsible for customised programmes and communications. She studied Social Sciences and Portuguese at Humboldt-Universität zu Berlin and Universidade Nova de Lisboa (PT). Before re-joining the Hertie School, Johanna gained experience in different institutions within the field of international communication.

Frank Garrison
Project Coordinator Executive Education

Frank is responsible for open programmes and customised programmes. He is a graduate of the Hertie School and the Maxwell School of Citizenship and Public Affairs at Syracuse University (US). Before re-joining the Hertie School, Frank worked as a consultant, assisting governments with strategic projects related to sustainability and economic development.

Unique learning experiences

Areas of focus

Public administration and public finance
• Fiscal governance and public financial management
• Public sector innovation and e-government
• Capacity building and performance management
• New forms of democratic governance, citizen-participation and co-creation

Management and leadership in business and government
• Regulation and compliance
• Corporate governance
• Public-private partnerships
• Corporate social responsibility
• Health and crisis management
• Communication management
• Interest representation
• Value-based leadership
• Social innovation and entrepreneurship
• Negotiation, mediation and conflict management

German politics, European integration and global governance
• The German model: key features and success factors
• European governance and politics
• Global governance and international cooperation
• Rule of law, judicial reform and anti-corruption
• Human rights and security

Policy
• Fiscal and monetary policy
• Economic and industrial policy, development and trade
• Sustainability, energy and climate change
• Social policy, education and public health
• International relations, crisis management and security policy
• Demography and migration policy

Digital transformation
• Digital governance
• Drivers, channels and consequences of the digital revolution
• Implications for labour markets, education and training
• Implications for leadership and management in public and private organisations

Customised programmes

Our customised programmes address the needs and interests of your institution by combining current academic research with its practical application. We offer tailored solutions for your team and provide first-hand insights into politics, media, administration, business and civil society, driving change and shaping the leadership of tomorrow.

Why collaborate with us?
The Hertie School’s executive education track is the one-stop shop for professionals seeking cutting-edge knowledge in the area of public administration, governance and innovation in Germany and beyond.

Leading with cutting-edge expertise
State-of-the-art knowledge, learning through best-practice cases, and access to a network of Hertie School faculty and leading experts have helped participants create impact within their home institutions and well beyond.

Innovative learning formats
• Choosing the most effective and fruitful learning format heavily depends on a group’s composition and professional context as well as participants’ individual professional back-grounds. In order to identify the most suitable combination of approaches we closely collaborate with our clients in the run-up to every training. Approved formats include: workshops, expert lectures, roundtables and fireside chats, site visits and field trips, debates and simulation games; facilitation of peer learning drawing on participants’ expe-riences and expertise; Advanced learning platforms for online distance learning.

Training solutions that drive impact
The Hertie School can help you structure coherent solutions that create value across your organisation – from executives and board members, to members of ministerial cabinets, emerging visionary thinkers and frontline human rights defenders. Our collaborative learning solutions are designed to drive impact across different levels and contexts.

Programmes vary in duration
• A couple of days (in-depth workshops including practical insights and cultural programmes)
• A couple of weeks (long-term seminars and academies)
Selected customised programmes

Human Rights Litigation Summer School 2019
Open Society Justice Initiative

Human rights lawyers from 23 different countries joined a week-long module on litigation strategies and advocacy for an intensive five-day training with the Open Society Justice Initiative’s leading advocacy and campaigning experts and renowned litigators.

We were honoured to host this inspiring delegation of human rights defenders, whose respective fields cover a wide range of battlegrounds – from LGBTQI+ rights to environmental issues and children’s rights, as well as indigenous rights, gender-based violence and the fight for inclusion of people with disabilities.

Besides deepening their knowledge of litigation and advocacy strategies and tools, participants had the opportunity to choose elective seminars on specific areas of application such as ‘Strategic Lawyering for Migrant Workers’, ‘Open Source Investigation’, ‘Cyber Investigations and Digital Evidence’, ‘Taking Witness Statements’ or ‘Building Complex Cases’, among others.

Executive Week on Public Management and Digital Transformation
Republica.org

In September 2019, we welcomed 18 public sector leaders from Brazil for a 5-day programme focusing on leadership, digital transformation and public management.

The programme comprised multidisciplinary seminars which focused on public innovation, digital governance, human resource management, health policy, power and influence, as well as political communication. Furthermore, the programme included components that enabled participants to gain firsthand insights from public sector professionals in Germany.

Countering Disinformation for Policymakers
Vodafone Stiftung Deutschland

The Hertie School, in partnership with the Vodafone Stiftung Deutschland, runs a programme on disinformation and scientific communication. The workshops equip policymakers with knowledge and skills needed to counter disinformation. Participants and experts look at many subtopics, including theoretical approaches to scientific communication, balancing misinformation and free speech, the role of artificial intelligence in cleansing online information, the role of journalists in unmasking fake news, and election campaign manipulation with online bots.

Summer Schools on Entrepreneurship, Law and Management
Gesellschaft für Internationale Zusammenarbeit (GIZ)

The GIZ, Universities from Tunisia, Ghana and the Ivory Coast and the Hertie School launched two-week summer schools on law and management. Participants of these trainings are lawyers, start-up entrepreneurs and other business owners. The programme aims at providing these professionals with skills that will strengthen the respective higher education and start-up environments in their home countries.

Policy Advisers Course
OSCE Office for Democratic Institutions and Human Rights (ODIHR)

The series of training organised by the Hertie School and the OSCE Office for Democratic Institutions and Human Rights (ODIHR) supports democratic institutions where junior policy professionals of today will play a crucial role in defining the future trajectory of their nations. The course cultivates a better understanding of the role of political advisers and tasks that are at the heart of deliberating, shaping and implementing policy.

The executive course is taught by exceptional trainers with extensive professional experience in foreign affairs and includes sessions on writing speeches and talking points, devising communication strategies and briefing materials. It focuses on shaping complex political environments, devising and implementing strategies, making decisions with limited information as well as forecasting and scenario-planning.

Participants are challenged to participate in negotiation simulations, and to talk to the press corps in front of a camera. In 2019, the course was delivered in Tashkent, Uzbekistan and in Florence, Italy.

Recharging Advocacy for Rights in Europe
The Netherlands Helsinki Committee (NHC) and the Hungarian Helsinki Committee (HHC)

Recharging Advocacy for Rights in Europe (RAKE) is a joint initiative by the Hertie School, the Hungarian Helsinki Committee and the Netherlands Helsinki Committee. It is funded by Stiftung Mercator and the Council of Europe. The project offers long-term capacity- and alliance-building to 25 leading representatives of NGOs defending human rights based and operating in one of 14 EU member states. Running over a period of two years, this programme will strengthen the effectiveness of their work and will foster closer cooperation amongst participants, supporting them in their efforts to become valiant and strategic policy advocates and leaders. Participating Human Rights Defenders will see their analytical, strategic, advocacy, communication, and leadership skills strengthened. The programme offers them a platform for networking, learning from one another and for collaboration on collective European projects. It will enhance their organisations’ visibility in the international public sphere and at official (media covered) occasions and opens up opportunities for joint advocacy campaigns and lobbying.
Overview of open executive programmes

Participants can register for individual courses or can sign up for a certificate and select their course. Detailed course and programme descriptions can be found at www.hertie-school.org/executive.

All offers listed are open courses from the Executive Master of Public Administration programme. To plan your individual study plan with us, contact executive@hertie-school.org.

Online registration is available at application.hertie-school.org.

Executive Seminars (3 days): € 1,690 per seminar
Skills training (2 days): € 1,690 per training
Workshops (4 days): € 1,000 per workshop
Executive certificates (9–12 days): € 6,760 per certificate (4 courses)

---

**Executive Seminars (3 days):** £ 1,690 per seminar
- Power and influence: Leadership in action
- Economics for policymakers
- Managing organisational change
- Bureaucracies and evidence-based policymaking
- Global regulatory power
- Social sector innovation
- Ethics and governance of digital technology
- Smart decisions in government and business
- Nudging and experimental policy evaluation
- Budgeting and priority-setting in government
- European Union governance
- When to trust the numbers: Informed data consumption
- Artificial Intelligence for decision makers
- Technology policy and digital transformation
- Digital governance
- People management
- Conflict prevention and crisis management
- Good governance and anti-corruption
- Sustainability
- Open data and digital state capacity

**Skills training (2 days):** £ 1,690 per training

**Workshops (4 days):** £ 3,000 per workshop

**Executive certificates (9–12 days):** £ 6,760 per certificate (4 courses)

---

“...Berlin, learning how to apply innovations in the cities of Latin America. It was an excellent opportunity to generate collaboration between different stakeholders who are shaping smart cities in Europe. They have the experience that we can put in practice in Latin America.”

Nicolas Siafas
Secretary Rapporteur of the Commission of Modernisation, Citizen Participation and Technological Innovation of the Senate of the Province of Buenos Aires

Executive Seminars (3 days):
- Participants are introduced to the main academic concepts in a specific field as well as their practical application.
- They work on case studies and discuss phenomena against the background of their own experience.
- Price (per seminar): € 1,690

Skills Training (2 days):
- Participants develop knowledge and skills that can be directly applied in the workplace.
- Price (per training): € 1,690

Executive Certificates (9–12 days):
- Certificates focus on a specific area of interest and can be obtained by combining 3 executive seminars and 1 skills course.
- In addition to seven Hertie School certificates, two certificates can be obtained by visiting courses at both the Hertie School and ESCP Europe.
- Price per Certificate (4 courses): € 6,760
- (€ 6,900 if certificate programme includes a Workshop)
- Price per Workshop: € 3,000

---

**Course Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>5–7 Oct 2020</td>
<td>Power and influence: Leadership in action</td>
</tr>
<tr>
<td>8–10 Oct 2020</td>
<td>Designing, leading and growing organisations</td>
</tr>
<tr>
<td>19–21 Oct 2020</td>
<td>Economics for policymakers</td>
</tr>
<tr>
<td>2–4 Nov 2020</td>
<td>Managing organisational change</td>
</tr>
<tr>
<td>5–7 Nov 2020</td>
<td>Bureaucracies and evidence-based policymaking</td>
</tr>
<tr>
<td>16–18 Nov 2020</td>
<td>Global regulatory power</td>
</tr>
<tr>
<td>30 Nov – 2 Dec 2020</td>
<td>Public sector innovation</td>
</tr>
<tr>
<td>3–5 Dec 2020</td>
<td>Social innovation and entrepreneurship</td>
</tr>
<tr>
<td>7–9 Dec 2020</td>
<td>Ethics and governance of digital technology</td>
</tr>
<tr>
<td>18–20 Jan 2021</td>
<td>Smart decisions in government and business</td>
</tr>
<tr>
<td>21–23 Jan 2021</td>
<td>Nudging and experimental policy evaluation</td>
</tr>
<tr>
<td>1–3 Feb 2021</td>
<td>Budgeting and priority-setting in government</td>
</tr>
<tr>
<td>4–6 Feb 2021</td>
<td>European Union governance</td>
</tr>
<tr>
<td>15–17 Feb 2021</td>
<td>When to trust the numbers: Informed data consumption</td>
</tr>
<tr>
<td>18–20 Feb 2021</td>
<td>Artificial Intelligence for decision makers</td>
</tr>
<tr>
<td>11–17 Mar 2021</td>
<td>Technology policy and digital transformation</td>
</tr>
<tr>
<td>18–20 Mar 2021</td>
<td>Digital governance</td>
</tr>
<tr>
<td>24–26 Mar 2021</td>
<td>People management</td>
</tr>
<tr>
<td>12–14 Apr 2021</td>
<td>Conflict prevention and crisis management</td>
</tr>
<tr>
<td>19–21 Apr 2021</td>
<td>Good governance and anti-corruption</td>
</tr>
<tr>
<td>7–9 Jun 2021</td>
<td>Sustainability</td>
</tr>
<tr>
<td>10–12 Jun 2021</td>
<td>Open data and digital state capacity</td>
</tr>
<tr>
<td>17–20 May 2021</td>
<td>Workshop in London</td>
</tr>
<tr>
<td>11–13 May 2021</td>
<td>Workshop in Brussels</td>
</tr>
<tr>
<td>19–20 Nov 2020</td>
<td>Writing for policy-makers</td>
</tr>
<tr>
<td>10–12 Dec 2020</td>
<td>Management of transformation and innovation projects</td>
</tr>
<tr>
<td>25–26 Jan 2021</td>
<td>Scenario-building and foresight</td>
</tr>
<tr>
<td>22–24 Feb 2021</td>
<td>Data skills</td>
</tr>
<tr>
<td>22–23 Mar 2021</td>
<td>Political communication</td>
</tr>
<tr>
<td>15–16 Apr 2021</td>
<td>Negotiation and mediation</td>
</tr>
</tbody>
</table>

---

**Leonardo A. Garza***

Director of the Master in Smart Governance, University of the Americas (UADY)
About the Hertie School

The Hertie School is a private university in Berlin, one of Europe’s most dynamic capitals. As an ambassador of good governance, the school is characterised by interdisciplinary and practice-oriented teaching, first-class research and an extensive global network. A renowned international faculty with expertise in economics, business, law, political and social science take an interdisciplinary, policy-oriented approach to the school’s teaching and research agenda.

Our faculty in the executive programme, supported by experts from all sectors, provide high-level training in management, leadership and governance. In addition to the Executive MPA and executive training programmes, the Hertie School offers two masters’ programmes in public policy and international affairs that prepare exceptional students for leadership positions in government, business and civil society, as well as doctoral programmes.

Public events with leaders and experts from politics, the media, NGOs and private businesses make the Hertie School a centre for public dialogue in the heart of Europe. The Hertie School is a member of the Global Public Policy Network. With over 26 international partner universities and more than 65 countries represented on its campus, the Hertie School brings the world together. Founded in 2003 by the Hertie Foundation, which remains its major partner, Hertie School is accredited by the State, the German Sciences Council and the ACQUIN accreditation agency.
What we offer

• Customised courses for institutional clients
• Open enrolment in our executive courses in the field of public administration, management and leadership
• Open courses and specialised weeks