

PRESS RELEASE

Bertelsmann Party 2026: ‘The Opportunity Company’ Welcomes Prominent Guests to Berlin

- More than 600 guests from politics, media, business, and society expected at the Bertelsmann Party 2026
- Thomas Rabe: “Tonight, we celebrate the diversity, growth, and creativity that define Bertelsmann – true to our tagline ‘The Opportunity Company.’”
- The various rooms at Bertelsmann’s Berlin premises showcase the company’s five strategic growth priorities

Berlin, September 10, 2026 – More than 600 prominent figures from politics, media, business, and society will gather this evening at Unter den Linden 1 in Berlin for the Bertelsmann Party 2026. Under the banner “The Opportunity Company,” the evening celebrates the opportunities the international media, services, and education company creates for ideas, creativity, and growth. Liz Mohn and Thomas Rabe are the hosts. One of the highlights of Berlin’s social calendar, the event showcases Bertelsmann’s diversity alongside spectacular views from the building’s rooftop terrace, exclusive catering, and a vibrant party atmosphere.

Thomas Rabe, Chairman and CEO of Bertelsmann, says: “Bertelsmann creates opportunities – for ideas, creativity, new business models, and growth. Tonight’s event vividly shows what makes Bertelsmann ‘The Opportunity Company’: a diverse portfolio of businesses, strong brands, and the ability to identify and seize opportunities around the world. Especially in a challenging economic environment, the Group’s broad positioning is proving to be a major strength. We look forward to an evening of stimulating conversations, new encounters, and great entertainment.”

Liz Mohn and Thomas Rabe are once again expecting an impressive lineup of guests. Celebrities who have confirmed their attendance at this year’s Bertelsmann Party include actors Bettina Zimmermann and Kai Wiesinger, Dieter Hallervorden, Jan Josef Liefers and Anna Loos, Gerit Kling, Hendrik Durn, Mariella Ahrens, Herbert Knaup, and Erol Sander. Guests from the media world include Frauke Ludowig, Sylvie Meis, Kim Fisher, Simone Ballack, Katja Burkard, Steffen Hallaschka, Jan Köppen, Louis Klamroth, Philipp Fleiter, Cherno Jobatey, Bärbel Schäfer and Michel Friedman as well as model Franziska Knuppe. Social media stars Lisa and Henry Walser, the “Elevator Boys,” Vanessa Borck, and Fabian Grischkat are also expected to attend.

Authors Hera Lind, Sebastian Fitzek, Wladimir Kaminer, Andreas Englisch, Dietrich Grönemeyer, Marc Elsberg, Maxim Leo, Düzen Tekkal, Ayla Dade, and Claudia Schumann are also on the confirmed guest list. The music world will be represented by Vicky Leandros, Ella Endlich, Moses Pelham, Jean-Michel Jarre, and Harold Faltermeyer.

Guests from the world of sports include soccer expert Felix Kroos, Ninja Warrior athlete Joel Mattli, former artistic gymnast Philipp Boy, boxing promoter Wilfried Sauerland, soccer commentators Robert Hunke and Florian Schmidt-Sommerfeld, and DFL-CEO Dr. Steffen Merkel.

German federal politics will also be prominently represented, with attendees including Federal Minister of Research, Technology and Space Dorothee Bär (CSU); Federal Government Commissioner for Culture and the Media Wolfram Weimer; Minister of State for Federal and Federal State Cooperation Philipp Amthor (CDU); Britta Haßelmann, Chair of the Alliance 90/The Greens parliamentary group in the Bundestag; Wolfgang Kubicki, Federal Chair of FDP; Felix Banaszak, Federal Chair of Alliance 90/The Greens; Parliamentary State Secretary Gitta Connemann (CDU) and Jens Spahn, the former leader of the CDU/CSU parliamentary group.

Prominent representatives from the business community on this year's guest list include Regine Sixt, Florian Langenscheidt, Stefan Dohler, Clemens Tönnies and Stefan Pfeifer.

The theme of this year's party first appears as guests step onto the red carpet: 'The Opportunity Company' is displayed in large lettering at the entrance as the central graphic motif and runs throughout the event décor. Colored squares, foil accents featuring the white Bertelsmann "B," and glittering Plexiglas elements carry the design through the building, complemented by seating and fabrics in Bertelsmann's current green-to-blue color gradient. In the stairwell, an installation featuring the party's key visual extends from the ground floor all the way to the roof.

Each room highlights one of Bertelsmann's five strategic growth priorities. In the conservatory, "Global Content" puts the spotlight on major awards won by artists, authors, and creative colleagues. On the ground floor, "Investments" is illustrated by Bertelsmann's activities in India and the company Applike, while the Lindensaal focuses on "Education" and the Brazilian education company Afya. In the media library and at the bar, "Global Services" takes center stage with examples from Bertelsmann Marketing Services. Finally, the rooftop terrace is devoted to the strategic growth priority "National Media Champions," with the combination of RTL and Sky presented in a sports-lounge setting. A DJ and cocktail bar round out the atmosphere and keep the party going high above Berlin.

Guests can also look forward to an eclectic culinary selection ranging from kingfish sushi and Wagyu sashimi to Australian lobster, dry-aged beef, and Indian specialties, along with Brazilian-inspired fish and meat dishes. On the rooftop terrace, barbacoa burgers, quesadillas, and jackfruit bites will be served, with ice cream rolls and other sweet creations providing a suitably indulgent finale.

As soon as the flashbulbs start firing on the red carpet at around 7:00 p.m., a livestream will give viewers a front-row look at the guests' arrival and the party atmosphere inside. It will be available on Bertelsmann's Facebook, Instagram, and TikTok channels, on RTL+, and at Bertelsmann.com. A recording will subsequently be available on the Bertelsmann website and on RTL+ for 30 days. Media all-rounders Toni Scheurlen and Marc Dumitru will host the 90-minute livestream.

The Bertelsmann Party 2026 will be rendered climate-neutral. At least 80 percent of all materials used will be reused or recycled. Plastic materials used in the decorations will either be stored for future reuse or processed by specialist recycling companies.

Social Media:

Bertelsmann will report live from the “Bertelsmann Party 2026” under the hashtag **#BertelsmannParty26**.

Instagram: @bertelsmann_erleben

Facebook: @Bertelsmann

TikTok: @bertelsmann.erleben

Information for Media Representatives:

Press photos, video, and TV footage from the Bertelsmann Party 2026, available free of charge for media use, will be posted during the evening on our dedicated event page at <https://www.bertelsmann.de/bparty>. Please use this database if you need quick access to images or TV footage.

A selection of photographs, TV footage, and our digital press kit for the Bertelsmann Party will remain available on our website at <https://www.bertelsmann.com/bertelsmann-party>.

About Bertelsmann

Bertelsmann is a media, services, and education company with around 75,000 employees that operates in some 50 countries around the world. It includes the entertainment group RTL Group, the trade book publisher Penguin Random House, the music company BMG, the service provider Arvato Group, Bertelsmann Marketing Services, the Bertelsmann Education Group, and Bertelsmann Investments, an international network of funds. The company generated revenues of €19 billion in the 2025 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination enables first-class media offerings and innovative service solutions that inspire customers around the world. www.bertelsmann.com

Bertelsmann Online



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