



Invitation

Mini-workshop Media Design Producing – Key success factor in the competition of audio-visual media today and tomorrow...

More than ever, Europe's rapidly growing media industry requires the effective and strategic packaging and marketing of audiovisual products in the international marketplace. An audio-visual product has to be well presented: title sequences, credits, trailers, posters, brochures and web design are the most important forms to promote and sell a product successfully.

Several distinguished experts from the industry present case studies that convey the need for the media design producing competence as a key resource in the rapidly changing environments of European media markets.

Location	Goethe-Institute Madrid Zurbarán 21, 28010 Madrid
Date	Thursday, 26th February 2004 14.00hrs until 18.00hrs
Target groups	Professionals from the film, TV, multimedia, audio-visual & publishing industry such as designers, producers, marketing and media experts

The workshop and the reception will be free of charge!

Please send your accreditation via email until Friday, 20th February 2004, to:
mediadesign@filmschule.de



Programme

- 14.00 hrs **Welcome**
Alexandra Ohlsen, Program Manager
ifs internationale filmschule köln
- 14.15 hrs **The genres of Media Design and the challenge to their integral producing**
Wout Nierhoff, CEO Eyes & Ears of Europe – Association for the Design, Promotion & Marketing of audiovisual Media in Europe
- 14.45 hrs **Branding and Media Design challenges in different national markets of Europe**
Ignacio Valledor, On-Air Director Universal Studios Networks Spain, Madrid
- 15.15 hrs Coffee break
- 15.30 hrs **Why even regional networks have to meet international media design standards**
Lourdes Corredor, Creative Director Telemadrid, Madrid
- 16.00 hrs **Brand Entertainment – Latest work**
Francisco Veiga, Graphic Designer, Antena 3, Madrid
- 16.30 hrs **Adding value - from on-air to cross-media promotion ...**
Wout Nierhoff, CEO Eyes & Ears of Europe - Association for the Design, Promotion & Marketing of audiovisual Media in Europe
- 17.00 hrs **Media Design Producing Program– Your way to meet the challenges of the European media markets**
Alexandra Ohlsen, ifs internationale filmschule köln
- 17.45 hrs Reception