



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	MEDIA Desk Italia c/o ANICA 286 Viale Regina Margherita, 00198 Rome
Date	Friday, 19th March 2004 14.00 hrs until 18.00 hrs
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 Monday, 15th March 2004, to:
mediadesign@filmschule.de



Program

- 14.00 hrs **Welcome**
Alexandra Ohlsen, Program Manager
ifs internationale filmschule köln, Cologne
Prof. Manfred Becker, Mentor and Lecturer
ifs internationale filmschule köln, Cologne
- 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, Cologne
- 14.45 hrs **Media Design and On Air Promotion Challenges**
Aristide Iacovone, Executive of the Marketing and Promotion Department of RAI, Rome
- 15.15 hrs **Personality & real images instead of flying logos. The success story of the RTL faces**
Prof. Manfred Becker, Creative Consultant RTL Group and Chairman Eyes & Ears of Europe, Cologne
- 15.45 hrs Coffee break
- 16.15 hrs **Branding and Media Design challenges in different national markets of Europe**
Luca Marcucci, Director Marketing, Universal Studios Network Italy, Rome
- 16.45 hrs **Media Design Producing Program– Your way to meet the challenges of the European media markets**
Alexandra Ohlsen, ifs internationale filmschule köln, Cologne
- 17.00 hrs Reception