



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

The Swedish Film Institute,
Filmhuset. 1-5 Borgvägen, Stockholm

Date

Friday, 5 March 2004
13.00hrs until 17.00hrs

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 Monday, 1st March 2004, to:
mediadesign@filmschule.de



Program

- 13.00 hrs **Welcome**
Alexandra Ohlsen, Programme Manager
ifs internationale filmschule köln
Prof. Manfred Becker, Mentor and Lecturer
ifs internationale filmschule köln
- 13.15 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
- 13.45 hrs **Title sequences & Event Design on a larger scale**
Björn Kusoffsky, Stockholm Design Lab AB
- 14.15 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
- 14.45 hrs Coffee break
- 15.15 hrs **Branding and Media Design challenges in different national markets of Europe**
Lars Wagner, Creative Director Bruce Dunlop Associates, London
- 15.45 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
- 16.15 hrs **Media Design Producing Program– Your way to meet the challenges of the European media markets**
Alexandra Ohlsen, ifs internationale filmschule köln
- 16.30 hrs Reception