

Emotional Branding 1 & 2 July 2010 Brandsome in Ismaning

Emotional Branding – is it just mega-hype? Or is it significant for daily practise? Building long-term and emotionally-binding relationships to customers is regarded as the perfect way to enduring brand success. But what kind of influence does a company have on the development of a successful and emotional brand attachment? What role do individual consumer characteristics, including values, personal affinities or effects of socialisation, play in brand binding?

This two-day event organized by Eyes & Ears of Europe and Brandsome in Ismaning will present the latest findings of research into the emotionalisation of brands. On the basis of different case studies, methods and factors of successful brand management will be elaborated. Practical examples will be used to illustrate which tools can be used to position a brand and invest it with emotion.

This event is aimed primarily at employees of media and communication companies, (post) production firms, design studios, agencies and consultancies. Persons interested in the media, students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum of 16**.

Speakers

Hans Meier-Kortwig, Founder & Owner of GMK Markenberatung, Cologne/Munich

Hans Meier-Kortwig (39) works mainly on the development of all-embracing brand strategies and the elaboration of guiding tools for brand management. After his studies at the University of Cologne (Diploma in Business Administration) and at London Business School, Hans Meier-Kortwig worked in key positions as brand consultant at design.net AG and Marketing Partner AG in Wiesbaden. In 2006, in co-operation with Ingo Gebhardt, he founded the GMK Markenberatung located in Cologne and in Munich. He is also the author of numerous publications on design management und brand management.

Dr. Saskia Diehl, Consultant GMK Markenberatung, Cologne/Munich

Since receiving her doctor's degree on the topic 'Emotional Branding' with Prof. Dr. Esch, Dr. Saskia Diehl (30) has worked as a brand consultant for national and international companies. Her main activities are in the field of defining all-embracing brand strategies, in the optimisation of brand portfolios and in the development of tools for communications controlling. She has done research into the mechanics of emotional brand management for the Institut für Marken- und Kommunikationsforschung and she is the author of a book titled 'Brand Attachment' published by Gabler.

Registration deadline: 25 June 2010

Any Questions? Just call us: +49 (221) 60 60 57 10

Thursday, 1 July 2010

- 11.30 **Welcome**
Zeljko Karajica, Managing Director
Brandsome, Ismaning
Stephan Persdorf, Creative Director
Brandsome, Ismaning
Tillmann Stracke, Creative Director
Brandsome, Ismaning
Programme & Presentation
Wout Nierhoff, CEO
Eyes & Ears of Europe, Köln
- 11.45 **Introduction of the participants**
- 12.00 **Emotional Branding/Brand Attachment –
Significant for practise beyond the hype? I**
- 13.30 Lunch break
- 14.30 **Emotional Branding/Brand Attachment –
Significant for practise beyond the hype? II**
- 15.45 Break
- 16.00 **Emotional Brand Management**
- 18.00 Discussion & summary
- 18.30 End of day one

Friday, 2 July 2010

- 09.00 Get together
- 09.30 **Summary of day one**
- 10.00 **Emotional Branding Strategy for a TV
broadcast station**
- 10.30 **Work session I – Development of a world
image & role for a brand, brand concept**
- 13.00 Lunch Break
- 14.00 **Work session II – Development of brand
values & derivation of areas of profile**
- 16.00 Presentation & discussion of the results
- 17.00 Final discussion & evaluation
- 17.30 End of the event

How to register

For your binding registration, please send your registration form by 25 June 2010 to:

Eyes & Ears of Europe

Association for the
Design, Promotion and Marketing
of Audiovisual Media e.V.

Eyes & Ears Academy

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Fees

Eyes & Ears members: € 250, member students and member trainees: € 75, non-members: € 1.000, non-member students and non-member trainees: € 150. The fees must be paid within a period of one week after receiving the invoice by means of bank transfer.

Accommodation and catering costs are not included in the participation fees.

Eyes & Ears of Europe e.V.

Sparkasse KölnBonn
Bank code 370 501 98
Account no. 101 308 2688

Your registration is binding

Should you wish to cancel your participation after you have registered, we will charge a cancellation fee. If you cancel your participation within the last eight days before the seminar, we will retain the total amount of the participation fees. You can, however, name somebody else to replace you in the seminar. Please note that reduced member fees cannot be transferred to non-members. **Eyes & Ears of Europe reserves the right to make changes to the programme.**

Getting there

By public transport

Coming from the airport

Take the urban railway S-Bahn no. 8 in the direction of 'Geltendorf' at terminal 1. Get off at 'Ismaning' station. Change to the bus no. 231 in the direction of 'Studentenstadt' and get off at 'AGROB'

Coming from Munich central station

Take the urban railway S-Bahn no. 8 in the direction of 'München Flughafen' and get off at 'Ismaning' station. Change to the bus no. 231 in the direction of 'Studentenstadt' and get off at 'AGROB'

By car

Coming from northward direction

Take the motorway A9, direction 'Nürnberg-München' until to the exit 'Garching-Süd/Ismaning'. Go left on the B471, direction 'Ismaning/München'. At the third traffic light, B471/Freisinger Str. go right, direction 'Ismaning/München'. At the second traffic light 'Freisinger Str./Münchner Str. go right into 'Münchner Str'. Then go straight ahead, direction 'Unterföhring'. The AGROB area is 1km beyond the city limits 'Ismaning' on the left side.

Coming from southward direction

Take the motorway A99 until you get to the exit 'Aschheim/Ismaning', then go right on the B471, direction 'Ismaning/Unterföhring'. Next traffic light go left, direction 'Unterföhring'. After the cogeneration plant go right, direction 'Unterföhring/Ismaning'. After 200 metres go right. Next traffic light go left, direction 'Ismaning'. The AGROB area is 1km beyond the city limits 'Ismaning' on the right side.

Venue

Brandsome
Münchener Strasse 101g
D-85737 Ismaning