

Design, Promotion & Brand Communication for Sports Programmes 15 & 16 March 2007 in Unterföhring

In the context of this two-day event organised by Eyes & Ears of Europe and CREATION CLUB in Unterföhring, renowned experts in the fields of marketing, promotion and design will discuss the following questions by using specific examples: Does sports design have its own rules? What are the challenges posed by HDTV? Are promotion strategies for a sports programme different from others? How can the abundance of sports information be communicated in both an understandable and visually attractive way? What are the design, promotion & branding requirements for sports programmes in the multi-channel context?

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies, who want to learn more about these topics. Persons interested in the media, students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 25**. The presentations will be held in German.

Registration deadline: 9 March 2007

Any questions? Just give us a call: **+49 (221) 606057 10**

Thursday, 15 March 2007

- 11.30 **Welcome address**
Zeljko Karajica, Managing Director CREATION CLUB, Unterföhring
- Programme & presentation**
Wout Nierhoff, CEO
Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **Premiere:
Packaging & Promotion for First-Class Sports**
Zeljko Karajica, Managing Director CREATION CLUB, Unterföhring
- 12.45 Discussion
- 13.00 Lunch break
- 14.00 **The Perfect Moment –
ZDFsport design**
Olaf Repovs, Deputy Head of Corporate Design ZDF, Mainz
Christiane Jähnel, Art Director ACHT Frankfurt visual catering, Frankfurt/Main
- 14.45 Discussion
- 15.00 Break
- 15.15 **For Love of the Game: Arena**
Michael Engelhardt, Creative Director CREATION CLUB, Unterföhring
- 16.00 Discussion
- 16.15 Break
- 16.30 **'Let's get ready to rumble' –
Boxing on RTL**
Susanne Mikulski, Writer RTL CREATION, Cologne
Heiko Theuerkauf, Art Director Off Air RTL CREATION, Cologne
- 17.15 Discussion
- 17.30 End of Day 1

Friday, 16 March 2007

- 09.00 Get together
- 09.30 **Branding, Promotion & Design within a Sports Context**
Christoph Braeuer, Key Account Manager ProSiebenSat.1 Produktion, Berlin
- 10.15 Discussion
- 10.30 Break
- 10.45 **Sports Production for IPTV & Mobile TV –
Challenges & Solutions**
Robert Zeithammel, Project Manager for New Media Plazamedia, Ismaning
- 11.30 Discussion
- 11.45 Break
- 12.00 **IPTV/Broadband TV: Red Bull Air Race**
Zeljko Karajica, Managing Director CREATION CLUB, Unterföhring
- 12.45 Discussion
- 13.00 Lunch break
- 14.00 **Online TV & IPTV from an Advertiser's POV**
Christoph Mecke, Managing Director for Innovations / New Business Areas Interone Worldwide, Hamburg
- 14.45 Final discussion
- 15.15 Evaluation
- 15.45 End of the event

How to register

For your compulsory registration please send your registration form until 9 March 2007 to:

Eyes & Ears of Europe

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

Eyes & Ears Academy

Director
Wout Nierhoff
Project Management
Ina Braun
Event Management
Lisa Gendziorra
Thomas Köller

Office

Phone: +49 (221) 60 60 57 10
Fax: +49 (221) 60 60 57 11
eMail: academy@eeofe.org
Internet: www.eeofe.org

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.
Stadtsparkasse Köln
Bank code: 370 501 98
Account No.: 101 308 2688

Your registration is compulsory

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, anyway, 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.**

How to get to the event

By public transport

Coming from Munich airport, take the urban railway S-Bahn no. 8 in direction to 'München' and get off at 'Unterföhring' station.

Coming from Munich city, take the urban railway S-Bahn no. 8 in direction to 'München Flughafen' and get off at 'Unterföhring' station.

By car

Take the motorway A9 in direction to München until you get to the intersection 'München Nord'. Take the exit 'München Frankfurter Ring / Föhringer Ring'. Drive down the Föhringer Ring until you get to the exit 'Unterföhring'. At the traffic lights turn left into 'Münchener Straße'. At 'Gewerbepark Fernsehen' turn right into the 'Mitterfeldallee' and continue until you reach the roundabout. At the roundabout, turn left into 'Dieselstraße' and go straight on until you get to the 'Medienallee'.

Venue

CREATION CLUB
Medienallee 19
D-85774 Unterföhring
Germany