

**"Hyper Brand Diversity –
Opportunities for media, communications & dialogue companies
in the digital context"
11 & 12 November 2010
Disney Channel in Ismaning**

The digital context is putting ever increasing demands on media brands. Chiefly responsible are the technological innovations that are changing our media landscape and means of communication in ever shorter intervals. The preparation of relevant content and interaction design continue to be hotly debated topics. In the digital age, they represent the difference between the success and failure of media communications.

The pressure on marketing departments is also rising, since 'Brand 2.0' no longer only has to communicate, but also to perform. For that reason, the established attention-driven campaigns are now being complemented by lead management: Efficiency is becoming the measure of successful communication. It is essential to sensibly combine these two target categories.

In the context of this Eyes & Ears of Europe and Disney Channel in Munich, target-oriented and effective brand communication in the areas described will be presented and analysed. The focus is on the parameters of success upon which brands must be measured in the digital context. Just as important are the interfaces and platforms with which brands interact in the digital environment. Long time ago, target groups stopped looking for brands; they are actually searching answers to satisfy their interests. Therefore, brands do only succeed in the digital age if they can be found in an appropriate information, entertainment and utilisation context.

This event is primarily aiming 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 number of 20**.

Stefan Wolters, Account Director LIQUID CAMPAIGN, Cologne

Born in 1977 in Krefeld. Degree in media studies and media effects research at the rheingold-Akademie and marketing communications at the Westdeutsche Akademie für Kommunikation. About more than 10 years' experience in the digital communications branch: initially at Kabel New Media, then at the global BBDO network. Since 2009, account director for LIQUID CAMPAIGN in Cologne. Consultant to TV stations like ZDF, RTL and MTV during their migration in the Internet. Member of the "Innovation Authority" at Interone Worldwide. Since 2008, head of the working group 'Internet/WebTV' for Eyes & Ears of Europe.

Registration deadline: 5 November 2010

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

Thursday, 11 November 2010

- 11.30 **Welcome**
Ralf Gerhardt, Executive Programming
Director Disney Channels GSA, Ismaning
- Programme & presentation**
Wout Nierhoff,
CEO Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **The rules of digital communication –
and why you should follow them**
- 13.00 Lunch break
- 14.00 **Complementary utilisation situations with
'Push' and 'Pull': How advertising and
brand dialogue are intertwined**
- 15.30 Break
- 16.00 **Crowdsourcing in product design: How to
share brand supremacy without losing it**
- 17.00 Break
- 17.30 **In between 'lean forward' & 'lean back':
Why the Tablet PC enables new forms of
media use**
- 19.00 Discussion & Summary
- 19.30 End of day one

Friday, 12 November 2010

- 09.00 Get together
- 09.30 **Search engines are more than input fields
with lists of results: Contexts of digital
media reception and derivations for brand
communication**
- 11.00 Break
- 11.30 **Diversification of media brands:
Establishment of new narrative formats on
the internet; start-up towards the Outernet
by Augmented Reality**
- 12.30 Lunch break
- 13.30 **Performance marketing: Brands have to
generate measurable achievements**
- 14.30 Break
- 15.00 **Content is president: How community
building with Do-it-yourself citizenship
becomes benchmark of political
communication worldwide**
- 16.00 Summary & Evaluation
- 16.30 End of the event

How to register

For your compulsory registration please send your registration form until 5 November 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.
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.**

Getting there

By public transport

Take the subway U4 or U5 until the stop Max-Weber-Platz. Then take the bus line N° 191 in direction of Zamillapark up to the stop Kronstadter Straße. Continue walking in the same direction to the crossroads and turn right then.

Instead of bus line N°191 you can also take bus line N° 190 in direction of Messestadt Ost up to the stop Süskindstraße. Turn right through the underbridge and cross the street straight ahead. The Walt Disney Company is located in the 2nd building on the right side.

By car

Coming via motorway A 94 take the exit Zamdorf/Denning. Then turn right into Eggenfelderner Straße. At the next set of traffic lights, turn right into Kronstadter Straße. Drive on through the underbridge and cross the major road. The Walt Disney Company is located in the 2nd building on the right hand.

Venue

The Walt Disney Company
Kronstadter Str. 9
D-81677 Munich