

# **Eyes & Ears Academy**

## **ProCreation**

**Gathering of ideas, dealing with topics & decision-making in teams**  
**24 & 25 May 2007 in Cologne**

Creative processes are an important source for innovation and added value. To keep them going in the daily operative business is a major requirement for the economic success of companies and the satisfaction of employees.

However, new ideas only come into effect if they are being supported by colleagues and/or business partners – from the gathering of ideas, the preparation and the development of concepts to the permanent innovation process as an integral component of the corporate or organisational culture.

During this two-day event organised by Eyes & Ears of Europe and WDR, the participants will learn compactly about the most important methodical approaches for the organisation of innovative processes from the gathering of ideas and the dealing with topics to the decision-making.

The theory will be directly tested in teamwork. An important element of the workshop is the participants' exchange of their experiences in connection with the use of different creation tools.

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios and consultancies wishing to learn more about the team-based dealing with respectively the organisation of creative processes. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 16**.

**Registration deadline: 18 May 2007**

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

**The seminar language will be German.**

### **Thursday, 24 May 2007**

- 11.00 **Welcoming**  
Tony Strnad, Head of Production Design WDR, Cologne
- Programme & workshop instruction**  
Wout Nierhoff
- 11.15 **Introduction of the participants**
- 11.30 **Creativity & context**
- 12.15 Lunch break
- 13.15 **Creation tools I**
- 14.45 Break
- 15.00 **Generating a critical mass**
- 15.45 Break
- 16.00 **Creation tools II**
- 17.30 Break
- 17.45 **Complexity reduction**
- 18.30 Summary
- 19.00 End of the day 1

### **Friday, 25 May 2007**

- 09.15 Get together
- 09.45 **Creation tools III**
- 11.15 Break
- 11.30 **Decision-making in teams**
- 12.15 Lunch break
- 13.15 **Creation tools IV**
- 14.45 Break
- 15.00 **Criteria for the planning of creative processes**
- 15.45 Final discussion
- 16.15 Evaluation
- 16.30 End of the event

## How to register

For your binding registration, please send your registration form by 18 May 2007 to:

### Eyes & Ears of Europe

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

### Eyes & Ears Academy

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Internet: [www.eeofe.org](http://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.

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

Take the underground line number 16 (in direction to Bonn/Bad Godesberg), 17 (in direction to Ubierring), 18 (in direction to Bonn) or 19 (in direction to Klettenberg) at Cologne Central Station and get off at 'Neumarkt'. There, take the underground lines number 3 or 4 (in direction to Ollenhauerring) and get off at the stop 'Bocklemünd'. When you arrive there, take the bus no. 145 (in direction to Lindenbuschweg) or 962 (in direction to Dansweilerstr.) and get off at the stop 'WDR'.

### By car

Take the motorway A 57 in direction to the motorway intersection 'Köln-Nord' until you get to the exit 'Longerich'. Take this exit and then turn left into 'Militärringstraße', after reaching the traffic lights. Continue driving in direction to 'Bocklemünd'. At one traffic lights on the right side, the signs 'WDR-Studios' and 'Pulheim' will come into view. Turn right there into 'Venloerstraße'. At the first traffic lights, turn left in direction to 'WDR-Studios / Widdersdorf'. After the level crossing, drive about 300m ahead. The entrance to the WDR production area is then situated on your right side.

### Venue

WDR  
Freimersdorfer Weg 6  
D-50600 Cologne Bocklemünd  
Building 90 (BS 3/BS 4)  
Room 1110

Germany