

## **ProPresentation – Communicate convincingly & present successfully 13 & 14 December 2007 in Cologne**

In the context of this two-day event organised by Eyes & Ears of Europe and RTL CREATION, participants will learn about the most important presenting methods and tricks. Verbal and non-verbal communication, self-management and meeting the target audience will be trained. Beside practical exercises, there will be numerous tips on how to prepare a presentation, because: Successful presentation comes primarily with practice.

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies who do presentations in the context of their job or want to take on those tasks in the future. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 16. The seminar language will be German.**

**Registration deadline: 7 December 2007**

Questions? Call us: **+49 (221) 60 60 57 10**

### **Thursday, 13 December 2007**

11.30

#### **Welcome**

Ulli Schumacher, Creative Director Design  
RTL CREATION, Cologne  
Björn Klimek, Creative Director  
Promotion/Advertising RTL CREATION, Cologne

#### **Programme & workshop instruction**

Wout Nierhoff

11.45

#### **Introduction of the participants**

12.00

#### **Image and appearance in communication/presentation**

12.45

#### **Communication begins understanding**

13.30

#### **Lunch break**

14.45

#### **Chances and limits of verbal and non-verbal communication**

15.30

#### **Break**

16.00

#### **Short and concise - and nevertheless all included?**

16.45

#### **Break**

17.15

#### **Peculiarities of single, double and group presentations**

18.00

#### **End of the first day**

### **Friday, 14 December 2007**

09.30

#### **Get together**

09.45

#### **Peculiarities of different communication partners**

10.30

#### **Break**

11.00

#### **Optimising customer oriented communication**

11.45

#### **Break**

12.15

#### **Roles and games in communication/presentation**

13.00

#### **Lunch break**

14.15

#### **Conflict management**

15.00

#### **Break**

15.30

#### **Self-confident presentations easy made**

16.15

#### **Final discussion**

16.45

#### **Evaluation**

17.00

#### **End of the event**

## How to register

For your compulsory registration please send your registration form until 7 December 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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Wout Nierhoff  
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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.**  
**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

Coming from the Cologne central station, take the underground line No. 16 (in direction to Bonn/Bad Godesberg) or No. 18 (in direction to Klettemberg/Bonn) and get off at 'Neumarkt'. Follow then the signs to the tram line No. 1 in direction to Junkersdorf/Weiden. Take the tram line No. 1 and get off at 'Mohnweg'. RTL is located right across the stop, on the right-hand side.

### By car

Take the motorway A1. Leave the A1 at the exit 'Weiden / Lövenich' and turn into the 'Aachener Strasse' in direction to 'Zentrum'. You will find RTL after approx. 500 meters on your left-hand side. Please drive into the underground car park.

### Venue

RTL CREATION  
BZ 3  
Conference room 2.218  
Aachener Str. 1040  
D-50858 Cologne