

Design, promotion & marketing for sport programmes, formats & content

29 & 30 April 2010

SPORT1 in Ismaning

In the context of this two-day workshop of Eyes & Ears of Europe and SPORT1 in Ismaning, renowned experts responsible for the design, promotion, marketing and programming of audiovisual media will show various examples to explore the following questions: What kind of creative freedom in designing sport programmes, formats & content is there? Are there specific rules in designing sport programmes, formats & content? How sensible are 360° campaigns for sport programmes, formats & content? Which design, promotion and marketing strategies appeal particularly to sport fans?

This event is primarily aimed 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 20. All presentations will be held in German.**

Registration deadline: 23 April 2010

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

Thursday, 29 April 2010

- 11.00 **Welcome**
Zeljko Karajica, Managing Director SPORT1, Ismaning
- Programme & presentation**
Wout Nierhoff,
CEO Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 11.30 **Innovation or convention? Creative freedom in designing sport programmes, formats & content**
Zeljko Karajica, Managing Director SPORT1, Ismaning
- 12.15 Discussion
- 12.30 **Sport promotion – Bavarian stories with satirical background**
Volker Jungbäck, Head of programme promotion Bayerisches Fernsehen, Munich
Stefan Scholz, Editor Bayerisches Fernsehen, Munich
- 13.15 Discussion
- 13.30 Lunch break
- 14.30 **ran – sport branding extension in the digital context**
Sven Froberg, Head of Sport Sat.1, Unterföhring
Rainer Heneis, Head of Marketing Sat.1, Unterföhring
Sönke Kranz, Head of product management Sat.1 Multimedia, Unterföhring
- 15.15 Discussion
- 15.30 **Football for teens who don't watch football**
Ralf Gerhardt, Executive Programming Director Disney Channels GSA, Ismaning
- 16.15 Discussion
- 16.30 Break
- 17.00 **Event design for the Laureus Sports Award 2010**
Barbara Simon, Creative Director, Munich
- 17.45 Discussion
- 18.00 **Audio design & composition for sport programmes, formats & content**
Maximilian Kock, Professor for audio production in the Department of Media Technology and Media Production, College for Applied Sciences Amberg-Weiden
- 18.45 Discussion
- 19.00 End of day one

Friday, 30 April 2010

- 08.45 Get together
- 09.00 **Fictional success stories for non-fiction TV – television dramaturgy for athletic gods & heroes**
Dr. Martin Zimper, Head of CAST Zürcher Hochschule der Künste, Zurich
- 09.45 Discussion
- 10.00 **Heroes with humour: sport marketing at RTL**
Björn Klimek, Creative Director Promotion/Advertising RTL CREATION, Köln
- 10.45 Discussion
- 11.00 Break
- 11.30 **Filmic premium productions on the subject 'sport'**
Frank Schneider, Managing Director Filmstyler Pictures, Frankfurt
- 12.15 Discussion
- 12.30 Lunch Break
- 13.30 **Red Bull Sport Design & Promotion**
Andreas Hoess, Head of Graphics Red Bull Media House, Wals bei Salzburg
Volker Bahr, Head of Postproduction Red Bull Media House, Wals bei Salzburg
- 14.15 Discussion
- 14.30 Break
- 14.45 **Next level: video games & sport**
Björn Bartholdy, Professor for audio-visual Design KISD - Köln International School of Design, Cologne
- 15.30 Discussion
- 15.45 **ORF Sport Design**
Christian Stangl, Designer ORF, Vienna
- 16.30 Final discussion
- 17.00 Evaluation
- 17.15 End of the event

How to register

For your binding registration, please send your registration form by 23 April 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.**

How to get to the event

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 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 bus no. 231 in the direction of 'Studentenstadt' and get off at 'AGROB'

By car

Coming from the north: Take the motorway A9, direction 'Nürnberg-München' 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 'Ismaning' city limits on the left side.

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

Venue

SPORT1
Münchener Strasse 101g
D-85737 Ismaning