

# Speaking, Voice Dramaturgy & Direction for Audiovisual Media

## 16 & 17 September 2010

### ZDF in Mainz

The text accompanying an image does not exclusively decide about the perceived content. In the audiovisual context, it is precisely also the way a text is spoken which gives it its content. For example, a news text can lose some of its credibility due to the speaker's manner, while gossip news can appear more informative to the audience than it really is. The perception of a voice and its effects upon the recipients happens unconsciously for the most part: everything we do while communicating – whether we speak loudly, mumble, articulate exaggeratedly or with a smile – everything immediately influences the perception of the statements.

This two-day event organised by Eyes & Ears of Europe and ZDF in Mainz will focus especially on the issue of finding the appropriate way of speaking while recording text to audiovisual content. In this context, the use of voice(s) is particularly dependent on the genres and formats respectively. Through examples from the areas of radio, TV and interactive media, professional speaker Thomas Friebe shows how to avoid pitfalls and hit the bull's eye in speaking, in voice dramaturgy and its direction for audiovisual media.

This event is aimed primarily 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 number of 16**.

#### **Thomas Friebe, Speaker, Cologne**

From 1989 to 1993: Journalist. From 1993 to 1995: On-Air Producer, e.g. for RTL, Vox and RTL2. From 1995 to 2001: Producer at tof intermedia in Cologne. Since 1993: Freelance speaker for TV, radio, industry, advertising and radio play. Since 2000: full-time professional speaker.

#### **Deadline for registration: 10 September 2010**

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

#### **Thursday, 16 September 2010**

- 11.30 **Welcome**  
Joachim Krischer, Head of Audience Office  
ZDF, Mainz
- Programme & Presentation**  
Wout Nierhoff, CEO  
Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **The Voice –  
Basics, Characteristics, Effects**
- 13.00 Lunch break
- 14.00 **Voice & Text –  
Interdependencies**
- 15.30 Break
- 16.00 **Voice & Text –  
Interdependencies**
- 17.30 Break
- 18.00 **Stage Directions –  
Do's & Don'ts while working with Speakers**
- 19.00 End of day one

#### **Friday, 17 September 2010**

- 09.00 **Get together**
- 09.30 **Voice Direction & Voice Dramaturgy for  
Trailers, Commercials & TV Formats**
- 11.00 Break
- 11.30 **Digital Media –  
Voice Applications for Podcasts, Games &  
Apps**
- 13.00 Lunch Break
- 14.00 **Searching for & finding a speaker:  
Voice Agencies, Web Portals & Castings**
- 15.30 Break
- 16.00 **Breathing, Posture, Pronunciation –  
Tips & Tricks for a Confident Manner**
- 17.30 Summary & evaluation
- 18.00 End of the event

## How to register

For your binding registration, please send your registration form by 10 September 2010 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  
**Training Management**  
Isabel Krischer  
**Project Assistance**  
Dorothea Billig  
Konrad Lohrmann  
**Marketing Services**  
Anna Schiffer

### Office

**Phone: +49 (221) 60 60 57 10**  
**Fax: +49 (221) 60 60 57 11**  
**eMail: [academy@eeofe.org](mailto:academy@eeofe.org)**  
**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.**

### How to get to the event

#### By public transport

**Coming from Mainz Central Station**, take either bus N°54 in the direction of Lerchenberg-Brucknerstraße or N° 68 in the direction of Lerchenberg-Hindemithstraße. Both final stations are located next to the ZDF.

#### By car

**Leave the motorway A60** at the exit Mainz-Lerchenberg. Follow the "ZDF" signs the rest of the way until you reach the ZDF.

#### Venue

ZDF  
ZDF-Str. 1  
D-55110 Mainz