

## Status quo & perspectives of media planning & trailer scheduling in the multi-channel context 16 & 17 November 2006 Munich

During this two-day event organised by Eyes & Ears of Europe and ProSieben Television in Munich the speakers will particularly deal with the following questions: What kind of tools does an optimal media planning and trailer scheduling require? How should the optimal media planning and trailer scheduling be organised? How does an optimal media mix for small, middle and big campaigns look like? Is there any conflict of aims between media planning/trailer scheduling on the one hand and creation on the other? How are priorities with regard to communication goals set? What formats should rather be supported: The 'big and strong ones' or the 'small and weak ones'? Or should decisions on this matter be made with regard to completely different criteria? Is cross-promotion a guarantee for more efficiency? What criteria are preferred in order to measure the success of self promotion?

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios, agencies and consulting firms. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum of 25. The presentations will be held in German.**

**Registration deadline: 10 November 2006**

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

### Thursday, 16 November 2006

- 11.30 **Welcoming**  
Malte Hildebrandt, Head of Marketing  
ProSieben Television, Munich
- Programme & presentation**  
Wout Nierhoff,  
CEO Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **Media planning at ProSieben – Ingredients for a successful on-air look**  
Aristidis Thomas, Head of Group Media & On-Air Management ProSieben Television, Munich  
Daniel Müller, On-Air Manager ProSieben Television, Munich
- 12.45 Discussion
- 13.00 Lunch break
- 14.15 **Tasks & methods of trailer scheduling at ARTE**  
Birgit Gabriel, Deputy Head of Presentation  
ARTE, Strasbourg
- 15.00 Discussion
- 15.15 Break
- 15.30 **Media-/on-air promotion planning for Super RTL's programme brands**  
Guido Kurz, Creative Director Super RTL, Cologne  
Dr. Philipp Riehm, Media Planner Super RTL, Cologne
- 16.15 Discussion
- 16.30 Break
- 16.45 **Trailer scheduling for special interest programmes: What can you do if you are David amongst lots of Goliaths?**  
Matthias Link, Creative Director DSF, Ismaning  
Andreas Nisiropoulos, Project Manager On-Air Promotion DSF, Ismaning
- 17.30 Discussion
- 18.00 End of the first day

### Friday, 17 November 2006

- 09.15 Get together
- 09.45 **More efficiency by means of cross-promotion?**  
Volker Jungbäck, Head of Programme  
Promotion Bayerisches Fernsehen, Munich
- 10.30 Discussion
- 10.45 Break
- 11.00 **'Shut up Fury' – Promotion planning for the World Equestrian Games 2006**  
Lars Eberhardt, Senior Producer WDR  
Fernsehen, Cologne  
Peter Jakobs, Editor WDR, Cologne
- 11.45 Discussion
- 12.00 Lunch break
- 13.15 **Performance measurement for the self promotion of ZDF**  
Astrid Kämmerer, Head of Marketing Off-Air  
Promotion ZDF, Mainz  
Dr. Ulla Dehm, Media Research ZDF, Mainz
- 14.00 Discussion
- 14.15 Break
- 14.30 **The significance of emotional perception & memory when addressing the audience**  
Mag. Wolfgang Höfer, Deputy Programme  
Planner ORF, Vienna
- 15.15 Final discussion
- 15.45 Evaluation
- 16.30 End of the event

## How to register

For your compulsory registration please send your registration form until 10 November 2006 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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## 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.**  
**Stadtparkasse 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.**

## How to get to the event

### By public transport

Coming from Munich airport, take the urban railway S-Bahn no. 8 in direction to 'München' and get off at the stop 'Unterföhring' station.

Coming from Munich main station, take the urban railway S-Bahn no. 8 in direction to 'München Flughafen' and get off at 'Unterföhring' station.

### By car

Take the motorway A9 in direction to Munich until you get to the intersection 'München Nord'. Take the exit 'München Frankfurter Ring/Föhringer Ring'. Drive down the Föhringer Ring until you get to the exit 'Unterföhring'. Turn left at the traffic lights into the 'Münchener Straße'. At 'Gewerbepark Fernsehen', turn right into the 'Mitterfeldallee' and continue until you reach the roundabout. Turn left at the roundabout into the 'Dieselstraße' and go straight on until you get to the 'Medienallee'.

### Venue

ProSieben Television  
Medienallee 7  
D-85774 Unterföhring  
Germany