

Humour, satire & irony in on-air promotion? 29 & 30 May 2008 at CREATION CLUB in Unterföhring

In this two-day event organised by Eyes & Ears of Europe and CREATION CLUB in Unterföhring, renowned promotion experts will present case studies and will discuss the following questions: How important is humour, satire and irony for on-air promotion? What are some unusual narrative structures and forms? How and in what context can surprising links between entertainment and information be used? Where should cultural, regional and other differences be used? How should channel, programme and audience reference be weighted in story telling?

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies, who want to learn more about humour, satire and irony in on-air promotion. 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**. **The seminar language will be German.**

Registration deadline: 23 May 2008

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

Thursday, 29 May 2008

- 11.30 **Welcome address**
Zeljko Karajica, Managing Director
CREATION CLUB, Unterföhring
Programme & presentation
Wout Nierhoff, CEO
Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **Humorous, satiric & ironic narrative forms from a linguistic perspective I**
Dr. Silvan Lerch, Journalist & Author, Zurich
- 12.45 Discussion
- 13.00 Lunch break
- 14.00 **Humorous, satiric & ironic narrative forms from a linguistic perspective I**
Dr. Silvan Lerch, Journalist & Author, Zurich
- 14.45 Discussion
- 15.00 Break
- 15.15 **Humour, satire & irony in on-air promotion?**
Zeljko Karajica, Managing Director
CREATION CLUB, Unterföhring
- 16.00 Discussion
- 16.15 Break
- 16.30 **A historic retrospective – On-air promotion at ORF**
Martin Rothmayer, Head of On-Air Promotion
ORF, Vienna
- 17.15 Discussion
- 17.30 Break
- 17.45 **Lothar, the pirate: Two layers for one laugh...**
Elmar Krick, Head of Creation NBC Universal
Networks Germany, Munich
- 18.30 Discussion
- 18.45 End of day one

Friday, 30 May 2008

- 09.00 Get together
- 09.30 **The soccer task force – How a radio comedy became a TV trailer**
Volker Jungbäck, Head of Programme
Promotion Bayerisches Fernsehen, Munich
Chris Böttcher, Comedian, Munich
- 10.15 Discussion
- 10.30 Break
- 10.45 **SF – surprising or as expected?**
Oliver Tremel, Editor & Assistant Head of On-Air
Promotion Schweizer Fernsehen, Zurich
- 11.30 Discussion
- 11.45 Break
- 12.00 **Image campaigns with a wink in the eye – The n-tv image campaign**
Christoph Hammerschmidt, Head of Marketing
& Communications n-tv, Cologne
- 12.45 Discussion
- 13.00 Lunch break
- 14.00 **Just imagine: You watch a trailer & laugh nonetheless**
Jürgen Rosch, Producer 3sat, Mainz
Ekkehard Voigt, Writer 3sat, Mainz
- 14.45 Discussion
- 15.00 Break
- 15.15 **Laughing is good for you – and for your audience ratings?**
Oliver Beninde, Senior Writer/Producer &
Creative Head ProSiebenSat.1 Produktion,
Munich
Markus Baier, Senior Writer/Producer
ProSiebenSat.1 Produktion, Munich
- 16.00 Final discussion
- 16.30 Evaluation
- 17.00 End of the event

How to register

For your binding registration please send your registration form by 23 May 2008 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
Event Management
Maria Hasel

Office

Phone: +49 (221) 60 60 57 10
Fax: +49 (221) 60 60 57 11
eMail: academy@eeofe.org
Internet: 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 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 someone 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 the direction of 'München' and get off at 'Unterföhring' station.

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

By car

Take the motorway A9 in the direction of 'München' 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.' At the traffic lights, turn left into 'Münchener Straße.' At 'Gewerbepark Fernsehen' turn right into the 'Mitterfeldallee' and continue until you reach the roundabout. At the roundabout, turn left into 'Dieselstraße' and go straight on until you get to the 'Medienallee.'

Venue

CREATION CLUB
Medienallee 19
D-85774 Unterföhring
Germany