

## Brand management for media & communications companies 21 & 22 June 2007 in Munich

The branding of media products is playing an increasingly important role in the differentiated media landscape. The uniqueness of media products must be respected when transferring the marketing idea to them: the development and realisation of media products is not normally in the hands of the marketing management. The company's positioning as a brand, the development and marketing of its respective programme and content brands, as well as differentiation from its competitors require new organisational structures within brand management. The success of cross media brand management and of the marketing of its contents throughout all platforms depends not least on the strategic organisation of the umbrella brand and the sub-brands communication. The complex relationships resulting from this place high demands on brand management.

During this two-day event organised by Eyes & Ears of Europe and ProSieben Television in Munich, renowned experts from the marketing design field will therefore discuss the following questions by using specific examples: What relevance does brand management have for the success of media companies? What is the relationship between umbrella brand and programme brand communication? To what extent is brand communication crucial for the success of a media company's programme and content? And what are the challenges for brand communication within the cross media environment?

This event is primarily aimed at employees of media and communication companies, design studios, (post) production houses, agencies and consultancies. Students and trainees are also very welcome. Please note that the number of participants is limited to a maximum of 30.

**Registration deadline: 15 June 2007**

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

### Thursday, 21 June 2007

- 11.30 **Welcome**  
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 **WE LOVE – Brand by accident?**  
Ralf Anwender, Head of Brand Management  
ProSieben Television, Munich  
Sanela Smailhodzic, Brand Manager  
ProSieben Television, Munich
- 12.45 Discussion
- 13.00 Lunch break
- 14.15 **DMAX – TV for the greatest people in the world: men**  
Andreas Dürr, Head of Marketing DMAX,  
Munich
- 15.00 Discussion
- 15.15 Break
- 15.30 **Growth with fun – New ground for the TOGGO brand strategy**  
Matthias Kappeler, Head of Marketing & Brand  
Management Super RTL, Cologne
- 16.15 Discussion
- 16.30 Break
- 16.45 **Brand management at VOX**  
Dirk Lüninghake, Marketing VOX, Cologne
- 17.30 Discussion
- 17.45 Break
- 18.00 **Brand history: Obstacle or reliable foundation?**  
Konrad Viehrig, Head of Marketing Sat.1,  
Berlin  
Dr. Claudia Zellerhoff, Deputy Head of  
Marketing Sat.1, Berlin
- 18.45 Discussion
- 19.15 End of the first day

### Friday, 22 June 2007

- 09.00 Get together
- 09.30 **Create the brand**  
Markan Karajica, Head of Creative Solutions  
ProSiebenSat.1 Produktion, Munich /Berlin
- 10.15 Discussion
- 10.30 Break
- 10.45 **Audio Branding – Acoustic support for brands**  
Anselm C. Kreuzer, Composer & Musicologist,  
Cologne
- 11.30 Discussion
- 11.45 Break
- 12.00 **HSE 24 – From home shopping brand to multimedia retail brand**  
Michaela Kappes, Head of Marketing & New  
Media Home Shopping Europe, Munich
- 12.45 Discussion
- 13.00 Lunch break
- 14.00 **From media or channel brand to communication brand in a multi-channel context?**  
Andreas Frost, Project Management Interone  
Worldwide, Cologne  
Mirko Reckhard, Content Development  
Interone Worldwide, Cologne
- 14.45 Final discussion
- 15.15 Evaluation
- 15.45 End of the event

## How to register

For your binding registration please send your registration form by 15 June 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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## 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 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 Munich airport, take the urban railway S-Bahn no. 8 in the direction of 'München' and get off at the stop 'Unterföhring' station.

Coming from Munich main station, 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 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