

Strategic Planning 24 & 25 September 2009 at Red Bee Media in London

Whether with BBC Three, Dave or Blighty – time and again, Red Bee Media has shown how media brands can be communicated effectively: strategic planning and excellent creation are the factors for successful products. UKTVG2? The name is not exactly easy to remember. The broadcaster was also overlooked by viewers. Dave? Every British man has a friend named Dave. 'The home of witty banter' was the motto and the starting point for a category-breaking new name and a unique appearance. Red Bee Media increased the hidden potential of the station by clearly communicating its specific programming profile in the context of the competition with several hundred other broadcasters. Since nothing about the programming was changed, the above-average increase in viewer popularity can be credited 100 % to the new branding.

Strategic planning helps to communicate brands effectively. Through market research and competitive analyses, a target-oriented creative briefing can be written. This briefing defines the parameters for the creative output. Thus it is made sure that the communicative devices appeal to the target group, stand out from the competition and thus influence peoples' preferences.

This two-day Eyes & Ears of Europe and Red Bee Media event will include an introduction to strategic planning for the design, promotion and marketing of audio-visual media. It is based on real and recent case studies and takes a practical approach so that delegates learn through practice as well as theory. The workshop will be held by renowned planners from Red Bee who have helped develop and create many successful broadcast brands. It will be centred on the following questions: How can a channel brand increase its share with a new name, new positioning and new identity? How can a channel brand be reinvented to appeal to a new target group? How can a linear channel be transformed into a multiplatform brand?

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 number of 16. The presentations will all be held in English.**

Registration deadline: 18 September 2009

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

Thursday, 24 September 2009

- 11.30 **Welcome**
Clare Philipps, Head of Planning
Red Bee Media, London
- Jeff Conrad, Head of Design
Red Bee Media, London
- Wout Nierhoff, CEO
Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **Introduction to strategic planning**
- 13.00 Lunch break
- 14.00 **Targeting the viewer**
- 14.45 **Case study**
- 15.30 Break
- 16.00 **Understanding the competitive context**
- 16.45 **Case study**
- 17.30 End of day one
- 19.30 **Eyes & Ears get-together in Soho**

Friday, 25 September 2009

- 09.30 Get-together
- 10.00 **Positioning your brand for success**
- 10.45 **Case study**
- 11.30 Break
- 12.00 **Creative brief writing**
- 12.45 Lunch break
- 14.00 **Case study**
- 14.45 **Guided Tour through Red Bee Media**
- 15.45 Discussion
- 16.15 Evaluation
- 16.45 End of the event

How to register

For your binding registration, please send your registration form by 18 September 2009 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.**

Getting there

By public transport

From Heathrow airport take the Heathrow Express to Paddington Station. Take Circle (yellow) or District (green) Line to Notting Hill Gate. Take Central Line (red) and get off at White City.

From London city take Central Line (red) and get off at White City.

Venue

Red Bee Media Limited
Broadcast Centre
201 Wood Lane
London W12 7TP