

Advertising spot conception & viral marketing

28 & 29 January 2010

ORF in Vienna

Back to the start. The story is the script embodying the promises of the client. Spots, trailers, virals and branded contents on the Internet tell stories and awaken the target groups' interests. They speak to the viewers'/users' needs and lead them in the most suspenseful way to the key promise and to the solution. Good stories attract attention, arouse interest, entertain and seduce.

Where's the beef? The two-day training illustrates the effectiveness of stories in advertising spots and how they are evaluated and developed. Second by second, the variety of dramaturgic possibilities is revealed. The resulting essence forms the basis of this training. In addition to classic advertising spots for TV and cinema, the particularities and strategies of viral films and branded content will be illustrated.

Play! Successful campaigns will be illustrated and their conceptual structures will be analysed by means of examples. The participants' dramaturgic potential will be broadened and their power of judgement will be sharpened. Practical writing and creative exercises will liven up the programme and concentration on effective ideas will be encouraged.

This event organised by Eyes & Ears of Europe and the ORF in Vienna is aimed primarily at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies who want to learn more about advertising spot conception and viral marketing. 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 seminar language will be German.**

Instructor

Dr. phil. Albert Heiser studied economic and social communication at the Berlin University of Arts. He worked as copywriter and creative director at Ogilvy & Mather, Saatchi & Saatchi and Dorland/Grey. His first book on the subject of advertising spots, 'Bleiben Sie dran - Die Konzeption, Produktion und Rezeption von Werbefilmen,' was published in 2001. In February 2004, his book on the subject of social spots, 'Nachhaltigkeit in 50 Sekunden', appeared on the market and was followed by 'Das Drehbuch zum Drehbuch, Erzählstrategien im Werbespot und -film' in autumn 2004. Albert Heiser is founder of the Creative Game Institute, where he works as an instructor and designer.

Registration deadline: 22 January 2010

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

Thursday, 28 January 2010

- 11.30 **Welcome**
Prof. Mag. Gustav Lohrmann, GAD/Head of Art Direction ORF, Vienna
- Programme & presentation**
Wout Nierhoff,
CEO Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **Yesterday's evening programme.**
A commercial break
What do we remember?
The designers' creative programme
- Introduction to storytelling**
Story skills for good spots
- 13.00 Lunch break
- 14.00 **Descriptive narrative**
Story elements & dramaturgy of the short form
Good & better spots & trailers
- 15.30 Break
- 16.00 **Creative techniques: Creative game 'Visual Synectics'**
- 17.45 Break
- 18.15 Creative **techniques: Dramaturgic models**
- 19.15 Discussion & summary
- 19.30 End of the first day

Friday, 29 January 2010

- 08.45 Get together
- 09.00 **Campaign structures**
Campaign conception & structure for
TV/Cinema/Internet/Mobile/POS
- 10.30 Break
- 11.00 **Strategies of viral films on the Internet**
Distribution channels for messages in Web 2.0
- 12.45 Lunch break
- 13.45 **Design & evaluation criteria for the effectiveness of viral films**
- 15.15 Break
- 15.45 **Conception of viral advertising campaigns & branded content**
Further development & cross-medial campaign measures on the Internet
- 16.30 Summary & evaluation
- 17.00 End of the event

How to register

For your compulsory registration please send your registration form until 22 January 2010 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.
Stadtsparkasse 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.**

Getting there

By public transport

From the airport, take the City Airport Train (CAT) or the bus in the direction of Vienna central station 'Wien Mitte/Landstraße.' Get off and take the underground line U4 to 'Hietzig.' From there, take bus no. 58B and get off at 'ORF-Zentrum.'

From the west train station, take the underground line U3 to 'Wien Mitte/Landstraße.' From there, take the underground line U4 to 'Hietzig.' Get off and take bus no. 58B, which will take you directly to 'ORF-Zentrum'.

By car

Coming to Vienna via west motorway take exit 'Wien Zentrum'. Drive on 'Hietzinger Kai' towards the city. Turn right into 'Dommayergasse' and then left into 'Eduard Klein-Gasse'. As you get to 'Kennedybrücke' turn right into 'Hietzinger Hauptstraße'. At the next set of traffic lights, turn left into 'Maxingstraße' and drive on until you get to 'Montecuccoliplatz'. Then turn right into 'Elisabethallee'. At the next crossroads, turn left into 'Wattmannngasse' and then right into 'Würzburggasse', which will lead to 'ORF-Zentrum'.

Venue

ORF Zentrum
Würzburggasse 30
A-1136 Vienna