

Innovation or cliché? - Latitude in designing seasonal campaigns 13 & 14 November 2008 at RTL CREATION in Cologne

During this two-day event organised by Eyes & Ears of Europe and RTL CREATION in Cologne, renowned experts responsible in the areas of promotion, communications and design will use concrete examples to explore the following questions: What significance do seasonal campaigns have for the channel brand? Which communicative focus do seasonal campaigns have beyond a purely content-seasonal reference? How do seasonal campaigns function in terms of specifically addressing and involving the viewer? What significance does the seasonal claim have regarding conclusions made about the umbrella brand?

This event 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 this topic. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 20**. **The seminar language will be German.**

Registration deadline: 7 November 2008

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

Thursday, 13 November 2008

- 11.30 **Welcome**
Björn Klimek, Creative Director of
Promotion/Advertising RTL CREATION,
Cologne
Programme & presentation
Wout Nierhoff,
CEO Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **The seasonal campaign with
communicative reference to the brand RTL**
Björn Klimek, Creative Director of Promotion/
Advertising, RTL CREATION, Cologne
- 12.45 Discussion
- 13.00 Lunch break
- 14.00 **Pro & Contra of seasonal campaigns**
Alexander Marchet, Head of On-Air Promotion
SF, Zurich
- 14.45 Discussion
- 15.00 Break
- 15.15 **Spring, summer, autumn & winter –
The annual déjà-vu**
Martin Rothmayer, Head of On-Air Promotion
ORF, Vienna
- 16.00 Discussion
- 16.15 Break
- 16.30 **Twelve-month peak season**
Ina Kammer, Art Director CREATION CLUB,
Unterföhring
- 17.15 Discussion
- 17.30 Break
- 17.45 **Reasons & effect of seasonal campaigns
for off-air promotion**
Dirk Lüninghake, Senior Product Manager for
Marketing VOX, Cologne
- 18.30 Discussion
- 19.00 End of day one

Friday, 14 November 2008

- 09.30 Get together
- 10.00 **Reunions are fun? The seasonal campaign
in the tension field between routine &
innovation**
Susanne Mikulski, Copywriter RTL
CREATION, Cologne
- 10.45 Discussion
- 11.00 Break
- 11.15 **As in every year – Seasonal campaigns in
WDR Fernsehen**
Karin Sarholz, Head of Presentation /
Programme Design, WDR Fernsehen,
Cologne
Michael Worringer, Deputy head of
programme design WDR Fernsehen, Cologne
- 12.00 Discussion
- 12.15 Lunch break
- 13.30 **Seasonal campaigns as image building for
the channel brand**
Stefan Mays, Head of On-Air Communication
SUPER RTL, Cologne
Sabine Eberwein, Managing Director
eberweinpardeike, Cologne
- 14.15 Discussion
- 14.30 Break
- 14.45 **Ringling the bell – musical conventions in
seasonal campaigns**
Anselm C. Kreuzer, Freelance Composer &
Musicologist, Cologne
- 15.30 Final discussion
- 16.00 Evaluation
- 16.30 End of the event

How to register

For your binding registration, please send your registration form by 7 November 2008 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

IBAN: DE10 3705 0198 1013 0826 88
SWIFT-BIC: COLSDE 33

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 Cologne central station, take the underground line No. 16 (in the direction of Bonn/Bad Godesberg) or No. 18 (in the direction of Klettemberg/Bonn) and get off at 'Neumarkt.' Then follow the signs to tram line No. 1 in the direction of Junkersdorf/Weiden. Take tram line No. 1 and get off at 'Mohnweg'. RTL is located right across from tram the stop on the right-hand side.

By car

Take the motorway A1. Leave the A1 at the exit 'Weiden / Lövenich' and turn into 'Aachener Strasse' in the direction of 'Zentrum.' You will find RTL after approx. 500 meters on your left-hand side. Please drive into the underground car park.

Venue

RTL
Rondell, 1. OG
Aachener Str. 1044
D-50858 Cologne