

**Customer-oriented communication in project management  
26 & 27 June 2008  
at CREATION CLUB in Unterföhring**

Apart from the quality of the production itself, customer orientation in the communication accompanying the process of production is certainly the most important factor for customer satisfaction and, therefore, customer loyalty in the long term. And, as far as customer-oriented communication is concerned: Service is King!

In the context of this two-day event organized by Eyes & Ears of Europe and CREATION CLUB in Unterföhring, participants will be able to closely examine their own communicative skills and find ways of improving them. Besides theoretical examination of this subject, there will be various practical exercises, because customer-oriented communication is a matter of practice. Verbal and non-verbal communication, self-management and meeting the customer will be trained.

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies, who currently have or want to take responsibilities for a project in their job. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum of 8. The seminar language will be German.**

**Registration deadline: 20 June 2008**

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

**Thursday, 26 June 2008**

- 11.30 **Welcome address**  
Zeljko Karajica, Managing Director  
CREATION CLUB, Unterföhring
- Robert Adams, Director of OB Production  
PLAZAMEDIA, Ismaning
- Programme & presentation**  
Wout Nierhoff, CEO  
Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **Phases of project management**
- 13.00 Lunch break
- 14.00 **Communicative challenges**
- 15.30 Break
- 16.00 **View the customer as a partner**
- 17.30 Break
- 18.00 **Different ways of addressing the customer**
- 19.00 End of Day 1

**Friday, 27 June 2008**

- 09.00 Get together
- 09.30 **Organizing a compact customer's presentation**
- 11.00 Break
- 11.30 **Dealing with customer criticism**
- 13.00 Lunch break
- 14.00 **Customer-oriented communication as consulting service**
- 15.30 Break
- 16.00 **Success Stories: Structuring the communication in project management together with the customer**
- 17.30 Final discussion
- 17.45 Evaluation
- 18.00 End of the event

## How to register

For your binding registration please send your registration form by 20 June 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

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Internet: [www.eeofe.org](http://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.**  
**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 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