

SHIFT YOUR MIND



EYES & EARS CONFERENCE 2017

Cologne, 30 March 2017 - On 8 May 2017 Eyes & Ears of Europe - the Association for Design, Promotion and Marketing of Audiovisual Media - will host the Eyes & Ears Conference at the COMEDIA Theatre in Cologne.

- This year's topic: 'SHIFT YOUR MIND'
- Eyes & Ears Conference expanded: for the first time more speakers, more content and more time to network
- New Talents, Keynotes & Case Studies
- Participants can test virtual reality productions
- The event will be presented by Nina Vorbrott

This year's motto will be 'SHIFT YOUR MIND'. Digital change continues to change the media industry. In addition to many well-established TV stations, digital broadcasters and online providers are also competing for the favour of the audience.

Trends, perspectives and opportunities

It was never so important for industry actors to consider the latest trends and perspectives in their day-to-day work. The Eyes & Ears Conference consists of four programme points.

The **Eyes & Ears New Talents** give young talent a platform to showcase their innovative work. The three selected works presented at the Eyes & Ears Conference were previously selected by a jury of experts:

- 'Bug City – Behind The Screen' – TH Georg-Simon-Ohm Nuremberg
- 'Ernas Unheil' – HTW Berlin
- 'Red Orange Ground' - Filmakademie Baden-Württemberg, Ludwigsburg



Eyes&EarsEurope

Under the title **Eyes & Ears Keynotes**, both national, European and international industry players from TV, film, Internet, mobile, games, events, advertising, art and culture give insights into their projects and provide new perspectives. By addressing current media developments, trends and challenges, the speeches offer inspiration and points of reference for the participants' own work. Therefore, the keynotes are an important contribution to the design and examination of audiovisual communication.

- Martin Lambie-Nairn, Creative Direction & Brand Design, London
- Dale Herigstad, Advanced Interaction Consultant ISOVIST, London
- Lukas-Pierre Bessis, Author, Creative, Blogger, Speaker & DJ, Stuttgart

Rounding out the conference will be the **Eyes & Ears Case Studies**. The creative and media agency pilot from Hamburg gives an insight into their work. In addition, Barbara Simon, Creative Director from Munich, and Elmar Krick, Brand Director at NBCUniversal International Networks in Munich, present current highlight spots from TV & Advertising.

Eyes & Ears VR-LAB: Participants of the Eyes & Ears Conference have the exclusive opportunity to test virtual reality productions on site.

"I am very pleased that this year, we were able to win such high-profile speakers and contributions to our Conference. We were able to expand our event to the extent that we now have more content to offer in one day - that was the wish of many participants from recent years. This positive development shows me that the Eyes & Ears Conference developed into a major industry event in Europe", says Corinna Kamphausen, CEO of Eyes & Ears of Europe.

Program, further information, impressions from the last year and registration at <http://conference.eeefe.org/>

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