



European Conference for Design, Promotion & Marketing

## Media Release

**Cologne, 23.05.2013 – With the European Conference for Design, Promotion & Marketing, Eyes & Ears of Europe creates a new highlight event for the media industry. The conference hosted by the Association for the Design, Promotion and Marketing of Audiovisual Media will take place on 24 June 2013 at the Comedia Colonia in Cologne under the motto 'Challenges for Audiovisual Media'. International experts and industry players present their newest projects and theories regarding this topic. This year's event will be moderated by Sebastian Hellmann.**

"Our newly designed event offers a European cross-section of topics that media professionals are currently dealing with. In addition to the keynote speakers, I am looking forward to the Eyes & Ears Junior Highlights. I think the selected student projects can provide a fresh, unprejudiced and new perspective on media work", says Corinna Kamphausen, CEO of Eyes & Ears of Europe.

The **Eyes & Ears Junior Highlights** give young talent a platform to present their innovative work. This year, a professional jury chose 3 different projects out of all submissions. During the European Conference for Design, Promotion & Marketing, the student projects will be presented and awarded. Under the title 'My Favourite Childhood Nightmare – Animated Photography' Marcel Meyer, graduate of the FH Mainz, will present his project combining traditional still photography and moving image to create a new form of storytelling. Students of the Augsburg University of Applied Sciences will introduce their innovative rhythm instrument WALZE for the iPad. Aysel Akdogan and Cana Aras, students of the Akademy for Fashion and Design Düsseldorf will give insight into their project 'De Nomsemble – A Shortfilm' which deals with the topic of urbanisation. During the event, all participants of the European Conference for Design, Promotion & Marketing have the chance to vote for their favourite project. The students chosen will then receive a professional coaching of the MHMK Macromedia University for Media and Communication.

The **Eyes & Ears Keynotes** start off with Swedish Creative Director & Entrepreneur Johan Ronnestam, who will show how digitalisation changes integrated communication: What components do the brands of the future need to be successful? Dr. Werner T. Fuchs, agency owner of Propeller Marketingdesign in Zurich, discusses the latest findings of neuroscience with regard to marketing, storytelling and audiovisual media. He explores the question, "Why men are more faithful to their toothpaste than their wife." In his keynote, Adrian Burton, Executive Creative Director at Lambie-Nairn in London, explains in particular how creative and sustainable brands can be created: "Being Creative – How great Brands become Game Changers". In addition, Hans Jörg Zimmermann, CEO of The Golden Fleece & Professor of brand communication and advertising at the MHMK Macromedia University for Media and Communication in Munich, will give a lecture titled 'The Orchestration of Brands in the Digital Society'. Nick Sohnemann, Managing Director of INNOSPARK in Hamburg, will take the participants of the event on a journey through the day of the future: how will we live, work and communicate? He also presents tips and tricks on how successful innovations work. Andrea Bednarz and Gabi Madracevic, CEOs of the creative international agency Luxlotusliner talk about their experiences and the creative challenges facing brand design for stations from different cultures.

In the last part of the event, the **Eyes & Ears Creative Compilation**, Sebastian Krüger, Head of Social and New Media Storytelling / TV 3.0 at ProSiebenSat.1 TV Germany in Unterföhring presents innovative projects that pay into the interactive trend. "The Eyes & Ears Creative compilation will give the audience a sense of where the journey can go in the interactive area, in an impressive, enjoyable, entertaining way. I'm very excited about this compilation of many good ideas", said Kamphausen.

The programme for the **European Conference for Design, Promotion & Marketing** can be found shortly at <http://conference.eeofe.org>

**EVENT PARTNERS:** TOF Intermedia, KISD Köln International School of Design, MHMK Macromedia University for Media and Communication, SUPER RTL, C'n'B – Creativity & Business Convention, Web de Cologne and City of Cologne

**MEDIA PARTNERS:** Werben & Verkaufen, MEDIEN BULLETIN, FILMDIENST

**HOTEL PARTNER:** The New Yorker | Hotel

**For further information, photo material and registration for the event please contact:**

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