

Media professionals must take advantage of new challenges

EYES & EARS CONFERENCE 2017



From left to right: Björn Wagner, Martin Lambie-Nairn, Jürgen Irlbacher, Nina Vorbrodt, Marc Lepetit, Marc Bühler, Jan Thiel, Corinna Kamphausen, Elmar Krick

Cologne, 09.05.2017 – yesterday the Eyes & Ears Conference took place at the COMEDIA Theater in Cologne. This year, the European association Eyes & Ears of Europe presented the event under the motto 'SHIFT YOUR MIND'. The Eyes & Ears Conference was presented by Nina Vorbrodt.

"Never has the change in communication been as fast and forceful as in recent years. And a decrease of the tempo is nowhere in sight. Anybody who doesn't face the new challenges but also opportunities every day, threatens to lose the media connection", said Zeljko Karajica, President of Eyes & Ears of Europe, in his welcoming speech.

"All the inspiring contributions yesterday showed me that despite the media innovations and challenges - or precisely because of this - it is important to believe in a good concept. And sometimes to have the courage to be different from others - whether in design, promotion or marketing", says the CEO of Eyes & Ears of Europe Corinna Kamphausen.

In addition to the keynotes and case studies, students also presented their projects. The participants of the Eyes & Ears Conference could then vote on their favorite project. "Erna's misfortune" by the Berlin students Talea Sieckmann, Lisa Forsch, Jessica Bodamer and Olga Trinova made the race. They designed a children's book with a corresponding Augmented Reality-app to offer an interactive experience. As a prize, the students received music rights for their next project. The prize was donated by Warner/Chappell Production Music. Further information: <https://www.facebook.com/ErnasUnheil/>



From left to right: Nina Vorbrodt, Jessica Bodamer, Olga Trinova, Lisa Forsch, Telea Sieckmann, Björn Wagner, Corinna Kamphausen, Marc Lepetit

Speakers of the Eyes & Ears Conference 2017:

<http://eeofe.org/en/calendar/conference/2017/programme>

Eyes & Ears New Talents: <http://eeofe.org/en/calendar/conference/2017/new-talents>

Pictures at https://www.facebook.com/pg/EEOFFE/photos/?tab=album&album_id=1422131561142561

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Further information and pictures

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