

Press Announcement – 19 July 2004

IMPACT 21 – 9th International Eyes & Ears Conference on 16 & 17 September 2004 in Cologne



IMPACT 21 is the motto of this year's 9th International Eyes & Ears Conference on 16 & 17 September 2004 in Cologne. Organizer of the 9th International Eyes & Ears Conference is Eyes & Ears of Europe, the Association for Design, Promotion and Marketing of Audiovisual Media e.V..

"The motto IMPACT 21 summarizes concisely the most important questions in relation to the audiovisual communications design for TV, film, radio, internet, mobile, games and events: Which tools of audiovisual communications design have a long-term effect on the relevant target and user groups? How can these tools be effectively and efficiently used in the context of platform overlapping and interaction promoting communications and marketing strategies? Which solutions are in demand considering the further development of the media industry?", thus Wout Nierhoff, CEO Eyes & Ears of Europe, as to the content of the 9th International Eyes & Ears Conference IMPACT 21.

In the course of the 9th International Eyes & Ears Conference IMPACT 21 about 40 re-known industry representatives will discuss these significant questions using relevant case studies. Furthermore, they will talk with the participants about the status quo and the perspectives of design, promotion and marketing for TV, film, radio, internet, mobile, games and events. Altogether 300 participants from different and important media sectors are expected to take part in this Cologne event.

The detailed topics of IMPACT 21 – 9th International Eyes & Ears Conference are:

- Critical Success Factors of Media Design Management for Complex Worlds of Brands
- Particularities of Brand Extensions into www.
- Mentality-driven Design Differentiation in Regional Europe
- Audiotainment Special
- Eyes & Ears Junior Highlights
- Best of Social Advertising & Campaigning
- Strategic Windows for Mobile Entertainment & Marketing
- Concrete Perspectives of TV-based Interactive Offers

The partners of IMPACT 21 – 9th International Eyes & Ears Conference are:
RTL Television, Super RTL, BBDO InterOne, CBC Cologne Broadcasting Center, CRAXX Medienproduktion, RTL CREATION, ifs internationale filmschule köln, Avid, Siemens mobile, Der MedienMBA/MedienBBA of Steinbeis-Hochschule Berlin and Cologne City Council.

We would be very pleased, if you report about our event!

For the detailed programme, further information and your press accreditation please contact:

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