

## Press release

### CREATION 07 – 12th Eyes & Ears Conference on 20/21 September 2007 in Cologne



Cologne, 09/13/07 – On 20 and 21 September 2007 the CREATION 07 – 12th Eyes & Ears Conference will take place in Cologne, hosted by Eyes & Ears of Europe. The two-day branch meeting will focus on current projects from the fields of design, promotion and marketing of audiovisual media. Within the framework of six main topics, more than 40 guest speakers will present their strategies and concepts and discuss the implementation of their creative ideas.

Under the motto **New Looks**, several new European channel designs will be presented. These will include designs for ProSieben, MDR, Switzerland's first private TV channel 3+, the Pay TV provider Canal+ as well as Scandinavia's TV3. Jeff Conrad from Red Bee Media, London, will talk about the challenge of rebranding two of Britain's oldest TV institutions, BBC One and ITV1.

The pros and cons of Second Life, alternative virtual worlds and the latest application examples for targeted interactive advertising are the subject of the session **Opportunities in the multi-channel context**. Additionally, Andreas Frost from Interone Worldwide will speak about the opportunities of brand management in the age of multichannel and Web 2.0. Discovery Club, the interactive community of the Pay TV channel Discovery, and Deutsche Welle's mobile services are two of several case studies related to the topics **Interactive design, promotion & branding** and **Design, promotion & branding for mobile** respectively. The role of digital media in motion picture marketing will be illustrated by Marcel Mohaupt from 20TH Centuries Fox by means of the summertime film 'The Simpsons – The Movie'.

Further topics of CREATION 07 – 12th Eyes & Ears Conference include **2D/3D-animation as creative option** and **Fully conceived? – Integrated programme promotion**. Within the framework of the **Eyes & Ears Junior Highlights**, selected student projects will be shown. Please find the complete programme and further information on the presentations at [http://www.eeofe.de/en/4 veranstaltungen/4 2 conference/index.php](http://www.eeofe.de/en/4_veranstaltungen/4_2_conference/index.php).

#### For further information and your registration to the event please contact:

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#### Eyes & Ears of Europe:

Eyes & Ears of Europe is the association for the design, promotion and marketing of audiovisual media. For more than ten years, this trade association has been the professional communication platform for all those who work in the strategic planning, creation, realisation and management of audiovisual communication. Through special events, Eyes & Ears of Europe aims to encourage media designers' and marketers' awareness of their creation processes and their products. The focus is on engaging in quality-related debate and revealing future-oriented perspectives. Special attention is given to basic, further and continuing education.