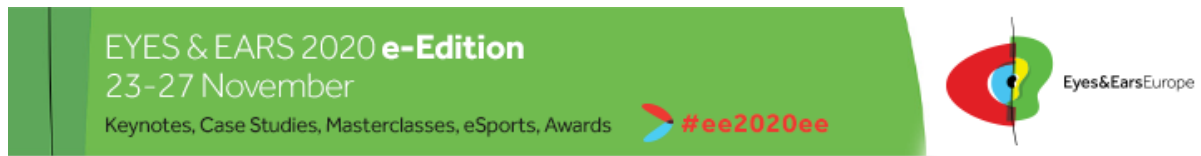


EYES & EARS 2020 e-Edition: A week full of Digital Keynotes, Case Studies, Masterclasses, eSports and with the 22nd International Eyes & Ears Awards on November 26th



Cologne, September 11, 2020 – This year, the "EYES & EARS 2020" will take place in the week from November 23 to 27, for the first time as a digital event.

The EYES & EARS offer inspiration, know-how and networking. This is where private television, public broadcasters, agencies, pay TV and on-demand platforms come together in a unique way – and they come from all over Europe. The industry get-together is a valuable trend barometer for European developments in the fields of moving image and audiovisual media, both for professionals and for young talents in the fields of design, promotion and marketing. Although everything is different this year, the EYES & EARS will offer a top-class communication platform in 2020, bringing together the European creative community – different, but especially international, effective and inspiring.

"Whether eSports, podcasts, new designs & current developments of our European neighbours, innovative technical possibilities in the social media networks or the variety of the most successful streaming platforms – the EYES & EARS 2020 will focus on the topics that currently interest the industry", says Corinna Kamphausen, CEO of Eyes & Ears of Europe. "The creativity of our industry has been put to the test especially this year, but this is exactly where we've shown our strength. We will once again see innovative, effective, funny and exciting creative performances from all over Europe, especially at the Eyes & Ears Awards: From the various formats and streaming platforms to moving corona campaigns, which were created in lightning speed this year and submitted in our specially created category 'Best Cases in a Worst Case Crisis'."

The detailed programme with all EYES & EARS 2020 speakers will be available soon at <https://eeofe.org/en/calendar/eyes-ears/2020/>

CASE STUDIES

Current case studies from TV, film, internet, mobile, games, events, art and culture. Broadcasters and agencies provide insights into their projects as well as current media developments, trends and challenges, thus informing the creatives and marketers about the daily challenges of the industry.

MASTERCLASSES

On three days of the EYES & EARS, speakers from different areas will give creative input, compressed into one hour and designed as an interactive workshop.

NEW TALENTS

During the Eyes & Ears New Talents, students, graduates and trainees will present their selected projects in the field of audiovisual media. The event offers young creative talents and long-standing media professionals the opportunity to get to know each other personally and to give mutual impulses for their own work. This year, the best new talents will be awarded during the International Eyes & Ears Awards.

EYES & EARS Cutting Edge

Creative Director Barbara Simon will give an overview of the best international spots and campaigns of the last year in the presentation "EYES & EARS Cutting Edge", thus rounding off the EYES & EARS programme in the evenings. A taste is available at [instagram.com/eeofe](https://www.instagram.com/eeofe). Every day, Eyes & Ears of Europe posts the most innovative and creative things our industry has to offer – strictly on

the basis of subjective criteria and personal preferences, also compiled by Barbara Simon. To enjoy and analyse, to laugh and cry and above all to be inspired and to inspire.

AWARDS

The highlight of the EYES & EARS will be the presentation of the renowned 22nd International Eyes & Ears Awards on 26 November. At this year's hybrid award show, the best productions from the fields of design, audio, digital, promotion and cross-media will be shown and their creators will be awarded the Eyes & Ears Awards Trophy. The Eyes & Ears Awards 2020 will again be presented by Wolfram Kons.

This year's Eyes & Ears Awards are topped off by the INSPIRATION Awards. After 21 years, this award replaces the Excellence Award and goes to an outstanding person who sustainably inspires the creative industry in the field of audiovisual media. The name of the winner will be communicated in the coming weeks.

With the support of KölnBusiness Wirtschaftsförderungs-GmbH

MEDIA PARTNER: MEEDIA

Further information about the event:

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Eyes & Ears of Europe is the association for design, promotion and marketing of audiovisual media. For more than 20 years, we have been connecting all those involved in the strategic planning, creation, implementation and control of audiovisual communication.