

Press release

Eyes & Ears Special with Alex Brunner CREATION 07 – 12th Eyes & Ears conference on 20/21 September 2007 in Cologne



Cologne, 09/19/07 – As a separate programme event within the framework of the CREATION 07 – 12th Eyes & Ears Conference in Cologne, the head of on-air promotion for Schweizer Fernsehen, Alexander Marchet, will present an Eyes & Ears Special with Alex Brunner on Thursday evening. Amongst other things, Alex Brunner is promotion editor at Schweizer Fernsehen. His resume and creative career suggest that, while certainly taking a professional approach to his daily work, Brunner often has a critical and humourous take on the fields of design, promotion and marketing of audiovisual media. He has now turned these reflections into an entertaining performance called "Winking Eyes & Pinching Ears". "You'd best buckle up for Alex Brunner, because otherwise he will blow you away with the dense staccato of his performance. He doesn't hesitate to put his foot in his mouth. There won't be a dry eye in the house", says Wout Nierhoff, CEO Eyes & Ears of Europe.

Alex Brunner, On-Air Promotion Editor, Schweizer Fernsehen, Zurich

Born in 1954 in Zurich. In 1978, editorial training at Schweizer Fernsehen. From 1981 to 1986 studied at the Vienna University of Music and Performing Arts in the Film and Television department. From 1984 on, two-year studies at the Institute for Cultural Management (IKM) (M.A.). From 1986, work at theatres in Vienna, Zurich and Hamburg. In 1988, founded "büro brunner" (AV, copy, concepts) in Zurich. Since 1995, promotion editor at Schweizer Fernsehen.

The two-day branch meeting is being hosted by Eyes & Ears of Europe for the 12th time. More than 40 guest speakers will present their latest projects from the fields of design, promotion and marketing of audiovisual media. This year's main topics are: ***New Looks? + 2D/3D animation as creative option + Opportunities in the multi-channel context + Design, promotion & branding for mobile + Eyes & Ears Junior Highlights 2007 + Fully conceived? – Integrated programme promotion + Interactive design, promotion & branding.***

Please find the complete programme of CREATION 07 and further information on the presentations at http://www.eeefe.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.