



## **INSPIRATION 21**

### **7th International Eyes & Ears Conference 2002**

**5 / 6 September 2002 in Cologne**

**Cologne - INSPIRATION 21 is the motto for this year's European highlight event for all those responsible for design, promotion and brand communication in the audio-visual media of TV, film, radio and internet. The organiser of the 7<sup>th</sup> International Eyes & Ears Conference, which takes place on 5 and 6 September 2002 at Cologne's Mediapark, is Eyes & Ears of Europe, the Association for the Design, Promotion and Marketing of Audiovisual Media.**

"On account of the world economic situation, the portents for the media economy have undergone fundamental change: concentration on the grassroots, optimisation of the added value chains, savings potential, rationalisation, tough cost management - these make up today's key vocabulary. However, in this critical competitive situation, design, promotion and marketing for the audio-visual media are of particular central importance for the success of programme and content service providers in TV, film, radio and internet. As a result and in connection with numerous, current case studies, the question is to be pursued within the scope of the 7<sup>th</sup> International Eyes & Ears Conference – INSPIRATION 21 - as to how high standards of presentation can also be secured and developed using creativity and comprehensively integrated optimisation in designing, planning, production and distribution during these economically difficult times ", says Wout Nierhoff, CEO of Eyes & Ears of Europe.

Round about 50 speakers from Switzerland, Austria, Spain, France, Great Britain, Ireland, the USA and Germany will be coming to Cologne for the 7th International Eyes & Ears Conference on 5 and 6 September 2002. On the basis of specific projects they will discuss the current position and perspectives of media design within the scope of marketing communication for the audio-visual circulation paths of TV, film radio and internet. At the same time this will also involve cross media and marketing strategies.

Andreas Seitz, former head of communications at Super RTL and now working as freelance presenter, trainer, coach and communications consultant, will be presenting the event.

**The 7th Eyes & Ears Conference 2002 – INSPIRATION 21 – is being given special support by RTL Television, Super RTL, CBC Cologne Broadcasting Center, CRAXX Medienproduktion, BBDO InterOne, QS Communications, Avid, IFS - Internationale FilmSchule Köln, The City of Cologne and RTL CREATION.**

Attached please find the current stage of programme planning together with the registration form.

**If you require further information please contact:**

**Eyes & Ears of Europe –  
Association for the Design, Promotion and Marketing of Audiovisual Media  
Ms Ina Braun (Project Management)  
Ms Anna Gülke (Press and Public Relations)  
Im Mediapark 5b, D-50670 Köln  
Tel.: + 49 (221) 454 3511, Fax: +49 (221) 454 3512,  
e-mail: [info@eeofe.org](mailto:info@eeofe.org), <http://www.eeofe.org>**