

Engaging your audience with a disruptive, innovative, flexible, electric, lively, dynamic brand

Eyes & Ears Summit with Lambie-Nairn
@ Dayloft, Zündappbogen 13, 81671 Munich
12 October 2017

Lambie-Nairn

Eyes&EarsEurope



How are you future-proofing your brand's relevance? How will you retain and grow your target audience?

We live in a time where the smallest brands can out-manoeuvre and out-smart the biggest companies in the world. Being big doesn't guarantee safety like it used to. Today, it's all about being agile, responsive and adaptable. It's about engaging with a more dynamic and younger audience. And the only way to do it is with a dynamic brand.

But where do you start? At a time where there is such focus on the bottom line, we think the opportunity to meet and listen to industry thought-leaders and peers is vital.

Join Eyes & Ears of Europe for an event with dynamic brand pioneers Lambie-Nairn in Munich. **A day of lively discussion and networking opportunities with leaders from TV, [Online] Content Marketing, Brand Strategy, Design Thinking and Business Transformation.**

Topic highlights include:

- **Start-ups vs. grown-ups:** What can large, established brands learn from start-ups? With years of experience in senior marketing positions at Absolute Vodka and LEGO, Franz Drack helps companies with design thinking, strategy and brand experience design
- **Strategic Planning:** How leading mass media company ProSiebenSat.1 are developing multiplatform storytelling and successful, customer-focussed brand communications
- **Going viral:** How RTL II combined the best of online gaming, TV and social influencers for a campaign that surpassed all expectations

We look forward to welcoming you with our partner hosts, Lambie-Nairn, at: Dayloft, Zündappbogen 13, 81671 Munich on the 12th October.

Registration Deadline: 6 October 2017

This Eyes & Ears Summit is aimed primarily at people working in marketing, brand management, design, media and communications who want to find out more about this topic.

The seminar language will be **English**. There will be plenty of opportunity to chat in either German or English in-between presentations.

Thursday, 12 October 2017

11.00 **Welcome**

Bastian Lindberg, Reg. Director Germany Lambie-Nairn, Munich
Corinna Kamphausen, CEO Eyes & Ears of Europe, Cologne

11.10 **Dynamic audiences – dynamic brands? What young audiences want**

Stefano Semeria, Head of young audience department SRF, Zurich

11.40 Discussion

11.50 **Strategic Planning – an absolute must for successful, future-oriented communication**

Bernhard Oberlechner, Vice President Concept and Strategic Planning ProSiebenSat.1 TV Deutschland, Unterföhring

Stephan Fischer, Senior Strategic Planner ProSiebenSat.1 TV Deutschland, Unterföhring

12.20 Discussion

12.30 Break

12.50 **Using wit & creativity to create emotional connections**

Graeme Haig, Design Director Lambie-Nairn, London

13.20 Discussion

13.30 **Lunch Break**

14.30 **Smart disruption at scale**

Franz Drack, Senior Consultant different, Munich

15.00 Discussion

15.10 Break

15.30 **TV meets social media – a case study: 'The Walking Dead' on RTL II**

Kristina Wiesner, Head of Marketing, Creation & Advertising RTL II, Grünwald

16.00 Discussion

16.10 **Summary/ Final Discussion**

16.30 **End of the event**

17.00 Get together

How to register

For your binding registration, please send your registration form by 6 October 2017 via eMail to academy@eeofe.org or Fax to +49 221 60605711.

Contact

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Fees

- €185 Eyes & Ears members
- €220 non-members

The fees must be paid within a period of one week after receiving the invoice by means of bank transfer. Accommodation and catering costs are not included in the participation fees.