



## **Social Media – Opportunities & Challenges 3 & 4 September 2015 at the Disney Channel in Munich**

Post, like, share – whether during breakfast at home, in the lunch break at work or at night in front of the TV with friends – Social Media are used by millions of people anytime, anywhere and across language barriers. Everybody and everything is public! And often faster than any news programme. Thus, the topic of Social Media is more significant than ever.

The social media have drastically changed the way we communicate. The User 2.0 in particular influences what becomes popular through posts, comments and shares. This poses opportunities as well as challenges for media and communication companies.

The event organised by Eyes & Ears of Europe and the Disney Channel focuses on the following questions: How can companies present themselves successfully in social networks? What content is suitable for social media? And what content is appropriate for which platform and for which use? How can media and communication companies administer their content and maintain an overview? And how should public user questions, suggestions and criticism be handled? The two-day Eyes & Ears Academy offers answers to these questions. Using examples and practical exercises, participants learn what and when they should communicate, and what they shouldn't do.

This event is aimed primarily at employees of media and communication companies who are already active in the field of Social Web, or who are just starting out and would like to learn more about this topic. Persons interested in the media, students and trainees are also very welcome. Please note that the number of participants is limited to **a maximum of 18. The seminar language will be German.**

**Registration deadline: 28 August 2015**

### **Speakers**

#### **Daniel Backhaus, Social Media Coach, Cologne**

Daniel Backhaus, born in 1968, is an expert in all things online communication. The Social Media Coach and popular speaker from Cologne began his career in different companies and positions in the media industry.

Since 2012 he has been working independently under his own direction, dealing mainly with the issues of crisis communications and social service designs in the fields of storytelling, customer dialogue and digital transformation. As a private lecturer at the Cologne University of Applied Sciences, he holds lectures at the Department of Communications to prospective "Social Media Managers".

His clients include companies such as Viessmann, Deutsche Bahn, Deutsche Post DHL, Telekom, BMW, Germanwings and Deutsche Bank.

#### **Marco Fischer, CEO Die Firma, Wiesbaden**

Marco Fischer, founder and CEO of the strategic consulting and project agency "die firma GmbH", is originator of the holistic brand management model "webthinking®", with which companies master the art of becoming Digital Leaders. His customers include leading companies such as Bosch Rexroth, CLAAS, Deutsche Bank, Dow Corning, Geberit, Johnson Controls Automotive Experience, Deutsche Telekom and or the Volksbank and Raiffeisenbank, as well as media companies like Bertelsmann, BMG Ariola Classic, Hessischer Rundfunk, Publishing Group Rhein Main and ZDF.

## Thursday, 3 September 2015

- 11.00 **Welcome**  
Lars Wagner, General Manager  
Disney Channels The Walt Disney  
Company (Germany) GmbH, Munich  
  
Corinna Kamphausen, CEO Eyes &  
Ears of Europe, Cologne
- 11.15 **Introduction of the participants**
- 11.30 **Social Media – yesterday, today,  
tomorrow**
- 13.00 Lunch break
- 14.00 **Social Media Strategies at Disney**  
Thorsten Mühl, Marketing Director  
Digital Marketing & Social Media The  
Walt Disney Company (Germany)  
GmbH, Munich
- 14.00 **The vastness of the digital universe**
- 16.00 Break
- 16.30 **What companies should ask  
themselves – Conditions for  
success in the 2.0 world**
- 17.30 Pause
- 18.00 **Digital Transformation – What's  
that supposed to be?**
- 19.30 End of Day 1

### How to register

For your binding registration, please send your registration form by 28 August 2015 via eMail to [academy@eeofe.org](mailto:academy@eeofe.org) or by fax to +49 221 60605711.

### Contact

**Eyes & Ears of Europe**  
Mozartstr. 3-5  
D-50674 Köln

**Director**  
Corinna Kamphausen  
**Project Management**  
Ina Braun  
**Training Management**  
Isabel Krischer & Marion Snyders

**Phone: +49 (221) 60 60 57 10**  
**Fax: +49 (221) 60 60 57 11**  
[academy@eeofe.org](mailto:academy@eeofe.org)  
[www.eeofe.org](http://www.eeofe.org)

### Fees

- €350 Eyes & Ears members
- €75 Eyes & Ears members / pupils, students, trainees who are personally members of EEofE or pupils, students, trainees of an institutional member of EEofE Europe
- €990 Non-members
- €150 Non-members / pupils, students, trainees

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.

## Friday, 4 September 2015

- 08.30 **Get together**
- 09.00 **The courage to think laterally:  
Storytelling 2.0**
- 13.00 Lunch break
- 14.00 **Digitisation strategies for media  
companies**
- 16.00 **Break**
- 16.30 **Tools and tricks of the Content  
Marketing Experts**
- 17.30 Summary & evaluation
- 18.00 End of the event