



## **EYES & EARS INSIGHTS**

### **Influencer Marketing for Media Brands**

28 June 2018, COMEDIA Theater, Cologne



Influencer marketing has become more professional and is now an important touch point in customer journeys. While lifestyle brands have long been using the positive effects of influencers for their products, the tool is becoming increasingly relevant in the marketing mix of media brands. At the end of the day, it is no longer just a matter of pointing out a product and its advantages to the user. Rather, it is a matter of using a coordinated marketing mix to accompany the user during their customer-journey - from perception to consumption to the recommendation of a format - and this as subtle as possible.

- **But how do you find the right influencer for a certain programme content and thus also for the media brand?**
- **How do you make paid influence transparent and credible?**
- **And how much creative freedom do you leave to the influencer?**

These and other questions will be the focus of EYES & EARS INSIGHTS' Influencer-Marketing for Media Brands' at the COMEDIA Theater in Cologne on 28 June 2018. At the event organised by Eyes & Ears of Europe in cooperation with the City of Cologne, marketing managers from the media sector will present their projects together with influencers and provide insights into a field that still offers a lot of potential.

**The EYES & EARS INSIGHTS will take place in English.**

See presentations from companies such as:

- 7NXT
- BuzzBird
- IP Deutschland
- Richtig Cool
- RTL II
- SRF – Schweizer Radio & Fernsehen
- Technische Hochschule Köln
- tubeconnect media
- United Creators PMB
- WhatsBroadcast

## **Programme**

- 10.00      **Welcome**  
Corinna Kamphausen, CEO Eyes & Ears of Europe, Cologne  
Elfi Scho-Antwerpes, Mayor of the City of Cologne
- 10.20      **Introduction**  
Prof. Dr. Christian Zabel, Professor of Corporate Management and Innovation  
Management Technische Hochschule Köln
- 10.40      **State of the German Influencer Marketing**  
Felix Hummel, Founder & Managing Director BuzzBird, Berlin
- 11.10      Discussion
- 11.20      Coffe Break
- 11.40      **Something with influencers...**  
Manuel Thalmann, Head of Format Development Young Audience Department SRF,  
Zürich
- 12.10      Discussion
- 12.20      **'Fitness Diaries' – The Multichannel TV Show**  
Carolin Sedlmayr, Director Artist & TV Media Relations 7NXT, Munich
- 12.50      Discussion
- 13.00      Lunch Break
- 14.20      **Why more and more influencers use WhatsApp**  
Birgit Bucher, International Marketing Manager WhatsBroadcast, Munich
- 14.50      Discussion
- 15.00      **In Coffee we trust – Storytelling for 'Alles was zählt'**  
Daniela Vaupel, Sales Manager IP Deutschland, Cologne
- 15.30      Discussion
- 15.40      Coffee Break
- 16.10      **Still influencer – or already a digital media company?**  
Robin Blase, Founder & Managing Director Richtig Cool, Berlin
- 16.40      Discussion
- 16.50      **How to create social buzz: Influencer Marketing at RTL II**  
Tina Wiesner, Head of Marketing Creation & Advertising RTL II, Grünwald  
Julia Küpper, Senior Media and Project Manager RTL II, Grünwald
- 17.20      **Interview with pop singer, famous face from German TV and influencer SARAH**  
with Tina Wiesner
- 17.30      Break
- 17.40      **Questions from the Fishbowl**  
Final Panel with  
Christoph Krachten, Managing Director United Creators PMB, Berlin  
Charles Bahr, founder tubeconnect media, Hamburg  
Robin Blase, Founder & Managing Director Richtig Cool, Berlin
- 18.00      End of the Event  
directly after: Get Together

*Presenter: Prof. Dr. Christian Zabel*