



Eyes&EarsEurope

**EYES & EARS SUMMIT**  
**'Virtual Reality & Technological Innovations –**  
**New Concepts for Future TV'**  
**17 & 18 November 2016**  
**at Lambie-Nairn in London**

Technological innovations are rapidly taking over the audiovisual arena. New concepts, new formats, new viewing and selection habits. How will your organisation stay ahead and set the innovation bar?

In a sector of change, 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.

Future-focused Eyes & Ears of Europe will be holding an industry event with on-screen branding pioneers Lambie-Nairn in London. Over two days, leaders from TV and online broadcast, production agencies and university educators will focus their attention on the challenges, strategies and trend evolution in the national and European arena. The event will provide industry leaders and experts the opportunity to network and gain an in-depth insight into leading technological and virtual reality trends shaping the future of TV, and how they are being addressed.

Topic highlights include:

- Find out how leading mass media company, ProSiebenSat.1 Media SE, have been experimenting with and integrating new formats of content creation and consumption
- A digital shift: find out how SRF (Swiss Radio and Television) are optimising their performance and what they've learned on the way
- Creativity is key: get inspired by industry innovators

We welcome you to join us with our partner hosts, Lambie-Nairn, at: 6 Brewhouse Yard, London EC1V 4DG on the 17th and 18th November.

This Eyes & Ears Summit is aimed primarily at people working in media and communications companies, (post) production firms, design studios, consultancies, as well as marketing, advertising and online companies who want to find out more about this topic.  
**The seminar language will be English.**

**Registration deadline: 11 November 2016**

## Thursday, 17 November 2016

- 11.30 **Welcome**  
Andy Hayes, Managing Director Northern Europe & Middle East Lambie-Nairn, London  
  
Corinna Kamphausen, CEO  
Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **VR Narratives – Storytelling for the 'Invisible Man'**  
Prof. Dr. Martin Zimper, Head Cast/  
Audiovisual Media, Zurich University of the Arts
- 12.45 Discussion
- 13.00 **VR – Reshaping TV**  
Jan Thiel, Co-Founder and Managing Director A4VR - the Agency for Virtual Reality, Düsseldorf
- 13.45 Discussion
- 14.00 Lunch Break
- 15.30 **Technology and brand: when it works, it works**  
**Case study: the Story of Now**  
Paul Field, CEO Europe TouchCast, London  
Adrian Burton, Executive Creative Director Lambie-Nairn, London
- 16.15 Discussion
- 16.30 **The evolution of storytelling and content in an age of new technological innovation**  
Luis De Jorge-Ladrero, Senior Producer  
Nexus Interactive Arts, London
- 17.15 Discussion
- 17.30 Summary
- 18.00 End of Day 1

## Friday, 18 November 2016

- 09.00 **Get together**
- 09.30 **How immersive Media will affect our daily lives – a review on Virtual Reality in use**  
Prof. Ralf Lobeck, Professor for Visual Communication, Academic Dean 'Brand & Communication Design B.A.', AMD Akademie Mode & Design, Department Design Fresenius University, Düsseldorf  
Creative Director, Lobeck | Motion Concept, Cologne
- 10.15 Discussion
- 10.30 **VR 'Life Garden' for Cancer Research UK : A Case Study**  
Andy McNamara, Head of CG and Immersive Ruses, London  
Caroline Laing, VFX/VR Producer Ruses, London
- 11.15 Discussion
- 11.30 Break
- 12.00 **Jealousy won't get you anywhere: Conclusions and learnings of a digital shift**  
Jonas Bayona, Digital Storyteller SRF, Zurich
- 12.45 Discussion
- 13.00 Lunch Break
- 14.30 **Entering a new world - ProSiebenSat.1 VR Strategy**  
Bianca Stephan, Senior Manager Business Development SevenOne AdFactory, Unterföhring
- 15.15 Discussion
- 15.30 **Virtual is Real**  
Rafi Nizam, Global Creative Director NBCUniversal International, London
- 16.15 Discussion
- 16.30 Summary & Evaluation
- 17.00 End of the event