

Eyes & Ears Academy

ProCreation

Gathering of Ideas, Dealing with Topics & Decision-making in a Team

7 & 8 July 2005 in Cologne

Creative processes represent an important source for innovation and added value. To keep them going in the daily operative business is a major requirement for the economic success of companies and the satisfaction of employees.

However, new ideas only come into effect if they are being supported by colleagues and/or business partners – from the gathering of ideas, the preparation and the development of concepts to the permanent innovation process as an integrated component of the corporate or organisational culture.

During this two-day event by Eyes & Ears of Europe and Interone Cologne, the participants will learn compactly about the most important methodical approaches for the organisation of innovative processes from the gathering of ideas and the dealing with topics to the decision-making.

The theory will be directly tested in teamwork. An important element of the workshop is the participants' exchange of experiences in connection with the use of different creativity techniques.

This event is primarily aimed at people working in media and communication companies, in (post) production houses, design studios, agencies and consultant firms who want to learn more about the team-based dealing with respectively the organisation of creative processes. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum of 20**.

Registration deadline: 1 July 2005

Questions? Just call us: **+49 (221) 454 3511**
The seminar language is German.

Thursday, 7 July 2005

- 11.00 **Welcome**
Heinz-Jörg Eberbach,
Managing Director Interone Cologne
- Workshop presentation**
Wout Nierhoff, CEO Eyes & Ears of Europe,
Cologne
- 11.15 **Introduction of the participants**
- 11.30 **Creativity & Context**
- 12.15 Lunch break
- 13.15 **Generating a critical mass**
- 14.00 Break
- 14.15 **Creativity techniques I**
- 15.45 Break
- 16.00 **Reducing complexity**
- 16.45 Break
- 17.00 **Creativity techniques II**
- 18.30 Summary
- 19.00 End of the first day

Friday, 8 July 2005

- 09.15 Get together
- 09.45 **Decision-making in a team**
- 10.30 Break
- 10.45 **Creativity techniques III**
- 12.15 Lunch break
- 13.15 **Criteria for the Planning of Creative Processes**
- 14.00 Break
- 14.15 **Creativity techniques IV**
- 15.45 Final discussion
- 16.15 Evaluation
- 16.30 End of the event

How to register

For your compulsory registration please send in the registration form until 1 July to:

Eyes & Ears of Europe

Association for the
Design, Promotion and
Marketing of Audiovisual Media
e.V.

Eyes & Ears Academy

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Fees

€ 250,- for Eyes & Ears members; € 75,- for students and trainees who are members. € 1.000,- for non-members; € 150,- for students and trainees who are non-members. The fee is to be paid within a week after the receipt of the written confirmation by either crossed cheque or bank transfer.

Accommodation and catering are not covered by the participation fee.

Eyes & Ears of Europe e.V.
Stadtparkasse Köln
Bank code: 370 501 98
Account No.: 101 308 2688

Your registration is compulsory

Should you wish to cancel your participation after your registration, we will charge a cancellation fee. If you cancel your participation within the last eight days before the seminar, we will have to demand the whole participation fee. In any case you can nominate somebody else to replace you in the seminar. Please note that reduced member fees cannot be transferred to non-members. **Eyes & Ears of Europe reserves the right to change the programme.**

How to get to the event

By public transport

At Cologne Central Station (Hauptbahnhof) please take the underground No. 16 (direction: Bonn/Bad Godesberg), 18 (direction: Bonn) or 19 (direction: Klettenberg). Change at Neumarkt and get onto underground No. 3 or 4 (direction: Bocklemünd/Mengenich) on the same platform. Get off at Körnerstraße and take the exit Neptunplatz. Walk straight on and turn right into Thebäerstraße. At the end of the street you find the mint-coloured building No. 17.

By car

From the motorway A1 change at the junction "Kreuz Köln Nord" onto the A57 in direction Cologne. Please take the upward exit "Ehrenfeld" and turn right into the Parkgürtel. Drive down the Parkgürtel in direction Braunsfeld. At the petrol station Aral turn left into Vogelsanger Straße. After approx. 500 m turn left into Thebäerstraße. On the right side you find the mint-coloured building No. 17.

Location

Interone Cologne
Thebäerstrasse 17
D-50823 Cologne
Germany