

On-Air Promotion

On-air promotion has a central role to play as self-advertising and programme information for every TV channel. To be effective, on-air promotion must be based on a clear positioning of the channel and its programming, and must have a clearly defined target audience. Just add creativity and you now have a chance to build a successful channel identity with clear measurable ratings.

During this two-day seminar by Eyes & Ears of Europe and PREMIERE, we will focus on current production trends and strategies as well as talking to professionals in the industry. We will also look to the future of production and how ever changing technology will result in a different way of working.

This event is primarily aimed at on-air TV teams, post and production firms, design companies and agencies who want to learn more about what producing on-air promotion is really all about. Students and trainees who are interested in the media, and television production in particular, are also very welcome.

Please note that the number of participants is limited to a maximum of 25.

Registration deadline: 21 February 2003.

Questions? Just call us: **+49 (221) 454 3511**

The seminar language is German.

Thursday, 27 February 2003

- 11.30 **Welcome**
Zeljko Karajica,
Managing Director Creative Services
PREMIERE, Unterföhring
- Programme & presentation**
Wout Nierhoff,
CEO Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **On-air promotion in Pay-TV's multidimensional world of offers**
Zeljko Karajica,
Managing Director Creative Services
PREMIERE, Unterföhring
- 12.45 Discussion
13.00 Lunch break
- 14.15 **"ProSieben – Entertainment XXL" – brand communication in on-air promotion**
Markus Schmidt,
Managing Director SevenSenses, Ismaning
- 15.00 Discussion
15.15 Break
- 15.30 **Product management & on-air promotion**
Oliver Kempfer, Product Manager Fiction
ProSieben, Unterföhring
- 16.30 Discussion
16.45 Break
- 17.00 **On-air promotion as a sales instrument**
Malte Hildebrandt,
Director Marketing & Sales/Programme
Home Shopping Europe, Munich
- 17.45 Discussion
18.00 Break
- 18.15 **Best of PREMIERE on-air promotion**
Markan Karajica,
Creative Director PREMIERE, Unterföhring
- 19.00 Discussion
19.30 End of the day

Freitag, 28. Februar 2003

- 09.15 Get together
- 09.45 **Corporate Identity & on-air promotion**
Volker Jungbäck, Director Programme
Promotion Bayerisches Fernsehen, Munich
- 10.30 Discussion
10.45 Break
- 11.00 **Trailer scheduling & programme flow**
Gustav Lohrmann,
GAD/Head of the Art Direction ORF, Vienna
Martin Rothmayer,
Producer on-air promotion ORF, Vienna
- 11.45 Discussion
12.00 Lunch break
- 13.30 **Social advertising as part of on-air promotion**
Joachim Krischer,
Head of Marketing ZDF, Mainz
Silvia Hubrich,
Head of Trailer Creation ZDF, Mainz
- 14.15 Discussion
14.30 Break
- 14.45 **Typography in on-air promotion**
Lars Wagner, Creative Director Universal
Studios Networks Germany, Munich
- 15.30 Discussion
- 15.45 **On-air promotion trends from the perspective of media research**
Tristan Thielmann, free-lance media
researcher, Berlin
- 16.30 Final discussion
17.00 Evaluation
17.30 End of the seminar

How to register:

For your compulsory registration please send in the registration form until 21 February to:

Eyes & Ears of Europe

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

Office

Head of Studies

Wout Nierhoff

Project Management

Ina Braun

Fax: +49 (221) 454 3512

eMail: registration@eeofe.org

Internet: www.eeofe.org

Fees:

€ 250,- for Eyes & Ears members; € 125,- for students and trainees who are members.

€ 1.000,- for non-members; € 500,- 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 to:

Eyes & Ears of Europe e.V.

Stadtparkasse Köln

BLZ 370 501 98

Konto 101 308 2688

Accommodation and catering are not covered by the participation fee.

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 of you. 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:

-Skizze-

By public transport:

If you come from Munich airport take the S-Bahn no. 8 in direction "München" and get off at Unterföhring.

If you come from Munich take the S-Bahn no. 8 in direction "Flughafen" (airport) and get off at Unterföhring. PREMIERE is located at Medienallee 19.

By car:

Take the motorway A9 in direction München/Munich until you get to the intersection "München Nord". Take the A9 exit "München Frankfurter Ring / Föhringer Ring". Drive down Föhringer Ring until you get to the exit "Unterföhring". At the traffic lights turn left into Münchener Straße. At "Gewerbepark Fernsehen" turn right into Mitterfeldallee. At the roundabout turn left into Dieselstraße, then straight on until you get to Medienallee. PREMIERE is located at Medienallee 19.

Location:

PREMIERE

Medienallee 19

D-85774 Unterföhring

Eyes & Ears Academy

On-Air Promotion

**Status quo
Strategies
Perspectives**

**27 & 28 February 2003
in Unterföhring near Munich**

**at
PREMIERE
(Logo)**