

Best of Social Advertising & Campaigning

Social spots and campaigns by NGOs and media companies reach a broad audience when integrated in the daily TV programme, station or programme promotion. With anti-violence-spots, fund-raising for catastrophe victims, campaigns for the integration of social minorities and charity events media companies show commitment and assume social responsibility.

During this two-day seminar by Eyes & Ears of Europe and Super RTL, experienced design, promotion, PR and marketing professionals of different media companies will present various social spots and campaigns. In connection with this, the speakers will discuss aspects such as project criteria, choice of partners, (pre)production, budgeting and performance measurement.

This event is primarily aimed at representatives of NGOs, TV teams, post and production firms, design companies and agencies who want to learn more about social advertising & campaigning. Students and trainees who are interested in the media, and particularly in television, are also very welcome.

Please note that the number of participants is limited to a maximum of 20.

Registration deadline: 28 November 2003

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

The seminar language is German.

Thursday, 4 December 2003

- 11.30 **Welcome**
Sabine Kreft, Head of Communications
Super RTL, Cologne
Wout Nierhoff, CEO Eyes & Ears of Europe,
Cologne
- 11.45 **Introduction of the participants**
- 12.00 **Super RTL – Bob Supports Kindergartens**
Sabine Kreft, Head of Communications
Super RTL, Cologne
Oliver Eckart, Head of Marketing & Brand
Management Super RTL, Cologne
- 12.45 Discussion
13.00 Lunch break
- 14.15 **The Red Nose Day at ProSieben**
Barbara Simon, Creative Director ProSieben,
Unterföhring
- 15.00 Discussion
15.15 Break
- 15.30 **MDR – Thank You Seems to be the Hardest Word...**
Klaus W. Schuntermann, Head of Design/Art
Director MDR Fernsehen, Leipzig
- 16.15 Discussion
16.30 Break
- 16.45 **Audio Design & Composition for Social Advertising & Campaigning**
Olaf Mierau, Managing Director/Producer
Giesing-Team Tonproduktionen, Munich
- 17.30 Discussion
17.45 Break
- 18.00 **The VPRT Campaign Against Violence**
Armin Künstler, Managing Director CRAXX
Medienproduktion, Cologne
- 18.45 Discussion
19.00 End of the first day

Friday, 5 December 2003

- 09.30 **Get together**
- 10.00 **ORF – anders gleich:gleich anders**
Martin Rothmayer, Head of Promotion ORF,
Vienna
Alexander Baier, Designer ORF, Vienna
- 10.45 Discussion
11.00 Break
- 11.15 **The 24 Hour Live RTL Fund-Raising Marathon**
Wolfram Kons, Presenter RTL Television,
Cologne
Prof. Manfred Becker, Creative Consultant
RTL Group, Cologne
- 12.00 Discussion
12.15 Lunch break
- 13.45 **Siemens pro Unicef**
Bettina Schmidt-Breitenstein, Senior
Consultant Public Relations Siemens, Munich
- 14.30 Discussion
14.45 Break
- 15.00 **How NGOs Could Optimise Their Audio-visual Communication...**
Prof. Manfred Becker, Creative Consultant
RTL Group, Köln
- 15.45 Final discussion
16.15 Evaluation
16.45 End of the event

How to register

For your compulsory registration please send in the registration form until 28 November to:

Eyes & Ears of Europe

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

**Eyes & Ears Academy
Wout Nierhoff, Director
Andreas Seitz, Presenter
Ina Braun, Project Manager
Miriam Harjes, Project Assistant**

**Eyes & Ears Office
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.
Stadtsparkasse Köln
Bank Code 370 501 98
Account No. 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

Take underground No. 5 at Cologne Central Station (Hauptbahnhof) in direction "Ossendorf" and get off at the end stop. Change onto bus No. 148 in direction "Am Coloneum" and get off at the stop called "Melli-Beese-Straße" which is in Richard-Byrd-Straße: The reception of Super RTL is in Richard-Byrd-Straße 6.

By car

Take the motorway A1 to the intersection "Köln-Nord", then change onto the A57 in direction "Zentrum" until you get to the exit "Longerich". Turn left at the exit and into Militärringstraße. Turn left at the second corner into Matthias-Brüggen-Straße. Turn left at the next crossroads into Von-Hünefeld-Straße, where you already see a CBC parking sign. Walk to Richard-Byrd-Straße 6, where the reception of Super RTL is located.

Location

Super RTL
Richard-Byrd-Straße 6
D-50829 Cologne

Eyes & Ears Academy

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**4 & 5 December 2003
in Cologne**

**at
Super RTL**