

Audiovisual design, promotion & marketing for sports programmes, formats, content & brands
15th International Eyes & Ears Conference
18 & 19 November 2010
SF in Zurich

In the context of the 15th International Eyes & Ears Conference at Schweizer Fernsehen in Zurich, renowned experts responsible for the design, promotion, marketing and programming of audiovisual media will show various examples to explore the following questions: What kind of creative freedom in designing sports programmes, formats, content & brands is there? Are there specific rules in designing sports programmes, formats, content & brands? Which design, promotion and marketing strategies appeal to sports fans? What kind of audio design, composition and music is especially suitable for sports programmes, formats, content & brands? Which possibilities, challenges or problems might result from HDTV and Dolby Digital 5.1/7.1 for sports programmes, formats, content & brands? Which particular requirements for the design, promotion & branding demands the 360° context, especially with regard to the interactive distribution channels?

This event is aimed primarily at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies who want to learn more about this topic. Active and ancient sportsmen, responsible of sports clubs and associations as well as protagonists in charge of general audiovisual sports marketing in the digital context are, together with pupils, students and trainees, also very welcome.

Thursday, 18 November 2010

- 11.00 **Welcome**
 Alex Hefter, Creative Director Schweizer Fernsehen, Zurich
Programme
 Wout Nierhoff,
 CEO Eyes & Ears of Europe, Cologne
Presentation
 Sebastian Hellmann, Presenter Sky, Munich
- 11.15 **SF FIFA World Cup 2010**
 Patrick Arnecke, Head of Design Schweizer Fernsehen, Zurich
 Alexander Marchet, Head of On-Air Promotion Schweizer Fernsehen, Zurich
 Cordula Gieriet, Art Director Schweizer Fernsehen, Zurich
- 12.00 Discussion
 12.15 Break
 12.30 **Audio design, composition & music for sports programmes, formats, content & brands**
 Maximilian Kock, Professor for audio production in the Department of Media Technology and Media Production, College for Applied Sciences Amberg-Weiden
- 13.15 Discussion
 13.30 Lunch Break
 14.30 **Women forward – football at its best... images of the FIFA Women's World Cup 2011 in Germany**
 Frank Schneider, CEO Filmstyler Pictures, Frankfurt/Main
- 15.15 Discussion
 15.30 Break
 15.45 **Sports trailers at Schweizer Fernsehen**
 Alexander Marchet, Head of On-Air Promotion Schweizer Fernsehen, Zurich
- 16.30 Discussion
 16.45 Break
 17.00 **Corporate design, on-air promotion & branding for SPORT1**
 Stephan Persdorf, Creative Director BRANDSOME, Ismaning
- 17.45 Discussion
 18.00 **Athlete & different sports – the essence within 10 seconds**
 Volker Bahr, Head of Post Production Red Bull Media House, Salzburg
- 18.45 Discussion
 19.00 End of day one
 20.00 Eyes & Ears get together

Friday, 19 November 2010

- 09.30 Get together
- 10.00 **Possibilities & challenges due to HDTV for sports programmes, formats, content & brands**
 Peter Biber, CTO tv productioncenter zürich ag, Zürich
- 10.45 Discussion
 11.00 **ZDF – the creative use of the sports promotion possibilities**
 Severine Rapp, Head of Team Sports Promotion ZDF, Mainz
 Tom Wahl, Promotion Producer ZDF, Mainz
- 11.45 Discussion
 12.00 Break
 12.15 **Particularities of outdoor production for sports programmes, formats, content & brands**
 Robert Adams, Chairman of the Executive Board PLAZAMEDIA Swiss, Wollerau
 Robert Kis, Direction of Production Management PLAZAMEDIA, Ismaning
 Philip von Senden, Direction of Production PLAZAMEDIA, Ismaning
- 13.00 Discussion
 13.15 Lunch Break
 14.15 **Apps for sports programmes, formats, content & brands**
 Thomas Brun, Company development tv productioncenter zürich ag, Zurich
- 15.00 Discussion
 15.15 Break
 15.30 **Final Discussion with the speakers & Dirk Böhm, Director Marketing & Communications/Member of the Executive Board NBC UNIVERSAL Global Networks Germany, Munich**
- Presentation**
 Sebastian Hellmann, Presenter Sky, Munich
- 16.30 End of the event