

CreationPlus
16 & 17 April 2009
Interone Worldwide in Cologne

Creative processes are 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, project partners or business partners – from the gathering of ideas, the preparation and the development of concepts to the permanent innovation process as an integral component of the corporate or organisational culture.

During this two-day event organised by Eyes & Ears of Europe and Interone Worldwide, the participants will learn compactly about the most important methodical approaches for the organisation of creative 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 their experiences in connection with the use of different creation tools.

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. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 12. The seminar language will be German.**

Registration deadline: 9 April 2009

Any questions? Just call us: **+49 (221) 60 60 57 10**

Thursday, 16 April 2009

- 11.00 **Welcome**
Heinz-Jörg Eberbach, Managing Director Interone Worldwide, Cologne
Stefan Wolters, Director Client Services Interone Worldwide, Cologne
Programme & workshop instruction
Wout Nierhoff
- 11.15 **Introduction of the participants**
- 11.30 **Creativity & context**
- 12.15 Lunch break
- 13.15 **Creation tools I**
- 14.45 Break
- 15.00 **Generating a critical mass**
- 15.45 Break
- 16.00 **Creation tools II**
- 17.30 Break
- 17.45 **Complexity reduction**
- 18.30 Summary
- 19.00 End of the day 1

Friday, 17 April 2009

- 09.15 Get together
- 09.45 **Creation tools III**
- 11.15 Break
- 11.30 **Decision-making in teams**
- 12.15 Lunch break
- 13.15 **Creation tools IV**
- 14.45 Break
- 15.00 **Criteria for the planning of creative processes**
- 15.45 Final discussion
- 16.15 Evaluation
- 16.30 End of the event

How to register

For your binding registration, please send your registration form by 9 April 2009 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

Eyes & Ears members: € 250, member students and member trainees: € 75, non-members: € 1.000, non-member students and non-member trainees: € 150. The fees must be paid within a period of one week after receiving the invoice via bank transfer.

Accommodation and catering costs are not included in the participation fees.

Eyes & Ears of Europe e.V.

Sparkasse KölnBonn

Bank code 370 501 98
Account no. 101 308 2688

IBAN: DE10 3705 0198 1013 0826 88
SWIFT-BIC: COLSDE 33

Your registration is binding

Should you wish to cancel your participation after you have registered, we will charge a cancellation fee. If you cancel your participation within the last eight days before the seminar, we will retain the total amount of the participation fees. You can, however, name 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 make changes to the programme.**

Getting there

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