

# Conception & Text for TV Promotion & Campaigns

## 5 & 6 March 2009

### Interone Worldwide in Cologne

No matter how extravagant and spectacular a TV campaign is – at the beginning, there is always a text draught. The two-day event from Eyes & Ears of Europe, RTL CREATION and Interone Worldwide in Cologne uses this as a starting point and takes participants on a trip: from the first idea through to a fully declinated on- and off-air campaign. The language a media brand uses in the process is an important positioning tool. A good text will surprise while still adhering strongly to proven brand values. This process is all the more important because all other communication measures of an integrated campaign can be derived from the text draught. Practical examples and the task of draughting a campaign give participants of the event the chance to confront themselves with demands regarding conception & text for TV promotion and campaigns. Since he who gets off to a quick start also arrives!

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.**

#### Speaker

**Susanne Mikulski, Copywriter RTL CREATION, Cologne**

Born in 1969. Studied theatre, film and television at Ruhruniversität in Bochum (M.A.). Thereafter, magazine editor. Since 1999, copywriter at RTL CREATION.

#### Registration deadline: 27 February 2009

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

18.45 End of day one

#### Thursday, 5 March 2009

- 11.00 **Welcome & programme overview**  
Heinz-Jörg Eberbach, Managing Director  
Interone Worldwide, Cologne  
Stefan Wolters, Director Client Services  
Interone Worldwide, Cologne  
Wout Nierhoff,  
CEO, Eyes & Ears of Europe, Cologne
- 11.15 **Introduction of the participants**
- 11.30 **What text can do:  
How form dominates content**
- 12.15 Break
- 12.30 **What conception can do:  
From positioning to text**
- 13.15 Lunch break
- 14.15 **Conceptual text writing I  
Define conditions**
- 15.00 Break
- 15.30 **Conceptual text writing II  
How can I say what and why to whom?**
- 16.15 Break
- 16.45 **The campaign:  
From ambient to target group**
- 17.30 Break
- 18.00 **Briefing for campaigns**  
- work groups –
- 18.45 End of day one

#### Friday, 6 March 2009

- 09.00 Get together
- 09.30 **Development of a campaign –  
Briefing & workshop**
- 10.30 Break
- 11.00 **An image, a claim, an idea! –  
Briefing & workshop**
- 12.30 Lunch break
- 13.30 **Media declination & conception –  
Briefing & workshop**
- 15.00 Break
- 15.30 **Presentation**  
- work groups-
- 17.00 Summary & evaluation
- 17.30 End of the event

## How to register

For your binding registration, please send your registration form by 27 February 2009 to:

### Eyes & Ears of Europe

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

### Eyes & Ears Academy

Director  
Wout Nierhoff  
Project Management  
Ina Braun  
Event Management  
Isabel Krischer  
Project Assistant  
Susanne Donner  
Marketing Services  
Carolin Harttrampf

### Office

Phone: +49 (221) 60 60 57 10  
Fax: +49 (221) 60 60 57 11  
eMail: [academy@eeofe.org](mailto:academy@eeofe.org)  
Internet: [www.eeofe.org](http://www.eeofe.org)

## 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