

**"Hyper Brand Diversity –
Opportunities for media, communications & dialogue companies
in the digital context"
25 & 26 March 2010
ORF in Vienna**

The digital context is putting ever increasing demands on media brands. Chiefly responsible are the technological innovations that are changing our media landscape and means of communication in ever shorter intervals. The preparation of relevant content and interaction design continue to be hotly debated topics. In the digital age, they represent the difference between the success and failure of media communications.

The pressure on marketing departments is also rising, since 'Brand 2.0' no longer only has to communicate, but also to perform. For that reason, the established attention-driven campaigns are now being complemented by lead management: Efficiency is becoming the measure of successful communication. It is essential to sensibly combine these two target categories.

In the context of this Eyes & Ears of Europe and ORF event in Vienna, target-oriented and effective brand communication in the areas described will be presented and analysed. The focus is on the parameters of success upon which brands must be measured in the digital context. Just as important are the interfaces and platforms with which brands interact in the digital environment. Target groups long ago ceased looking for brands; they now search for answers to satisfy their needs. Therefore, brands only have a chance in the digital age if they can be found in the appropriate information, entertainment and utilisation contexts.

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios, agencies and consultancies. Persons interested in the media, students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 30. All presentations will be held in English.**

Stefan Wolters, Account Director LIQUID CAMPAIGN, Cologne

Born in 1977 in Krefeld. Degree in media studies and media effects research at the rheingold-Akademie and marketing communications at the Westdeutsche Akademie für Kommunikation. More than 10 years' experience in the digital communications branch: initially at Kabel New Media, then at the global BBDO network. Since 2009, account director at LIQUID CAMPAIGN in Cologne. Consultant to TV stations like ZDF, RTL and MTV during their migration in the Internet. Member of the "Innovation Authority" at Interone Worldwide, BBDO's future lab. Since 2008, working group head 'Internet/WebTV' at Eyes & Ears of Europe.

Registration deadline: 19 March 2010

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

Thursday, 25 March 2010

- 11.30 **Welcome**
Prof. Mag. Gustav Lohrmann, GAD/Head of
Art Direction ORF, Vienna
Wout Nierhoff,
CEO Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **The rules of digital communication –
and why you should follow them**
- 13.00 Lunch break
- 14.00 **Complementary utilisation situations with
'Push' and 'Pull': How advertising and
brand dialogue are intertwined**
- 15.30 Break
- 16.00 **Crowdsourcing in product design: How to
share brand supremacy without losing it**
- 17.00 Break
- 17.30 **Content is president – but not Chancellor:
Why community building without content
generates irrelevant offers**
- 19.00 Discussion & summary
- 19.30 End of day one

Friday, 26 March 2010

- 09.00 Get together
- 09.30 **Search engines are more than input fields
with lists of results: Contexts of digital
media reception and derivations for brand
communication**
- 11.00 Break
- 11.30 **"Seen on TV": Diversification of media
brands via InVideo-Shopping**
- 12.30 Lunch break
- 13.30 **Performance marketing: Brands have to
generate measurable achievements**
- 14.30 Break
- 15.00 **Hyper Brand Diversity – Opportunities for
media, communications & dialogue
companies**
- 16.00 Summary & evaluation
- 16.30 End of the event

How to register

For your compulsory registration please send your registration form until 19 March 2010 to:

Eyes & Ears of Europe

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

Eyes & Ears Academy

**Director
Wout Nierhoff
Training Management
Isabel Krischer
Project Assistance
Anna Schiffer**

Office

**Phone: +49 (221) 60 60 57 10
Fax: +49 (221) 60 60 57 11
eMail: academy@eeofe.org
Internet: 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 by means of bank transfer.

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

**Eyes & Ears of Europe e.V.
Stadtsparkasse Köln
Bank code: 370 501 98
Account No.: 101 308 2688**

Your registration is compulsory

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, anyway, 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

From the airport, take the City Airport Train (CAT) or the bus in the direction of Vienna central station 'Wien Mitte/Landstraße.' Get off and take the underground line U4 to 'Hietzig.' From there, take bus no. 58B and get off at 'ORF-Zentrum.'

From the west train station, take the underground line U3 to 'Wien Mitte/Landstraße.' From there, take the underground line U4 to 'Hietzig.' Get off and take bus no. 58B, which will take you directly to 'ORF-Zentrum'.

By car

Coming to Vienna via west motorway take exit 'Wien Zentrum'. Drive on 'Hietzinger Kai' towards the city. Turn right into 'Dommayergasse' and then left into 'Eduard Klein-Gasse'. As you get to 'Kennedybrücke' turn right into 'Hietzinger Hauptstraße'. At the next set of traffic lights, turn left into 'Maxingstraße' and drive on until you get to 'Montecuccoliplatz'. Then turn right into 'Elisabethallee'. At the next crossroads, turn left into 'Wattmangasse' and then right into 'Würzburggasse', which will lead to 'ORF-Zentrum'.

Venue

ORF Zentrum
Würzburggasse 30
A-1136 Vienna