

Conception & Text for TV Promotion & Campaigns

11 & 12 June 2009

Schweizer Fernsehen in Zurich

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 and Schweizer Fernsehen in Zurich 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: 6 June 2009

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

Thursday, 11 June 2009

- 11.00 **Welcome & programme overview**
Alexander Marchet, Head of On-Air-Promotion
Schweizer Fernsehen, Zurich
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, 12 June 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 6 June 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

From Kloten airport take the bus No. 781 in direction to 'Zürich/Bahnhof Oerlikon' and get off at 'Fernsehstudio/WTC'. Or take the suburban railway No. S2 until 'Bahnhof Oerlikon' and change onto bus No. 781 or 788 and get off at 'Fernsehstudio/WTC'.

Coming from the central station of Zurich take SBB or the suburban railway No. 11 to 'Bahnhof Oerlikon' and then change onto the bus No. 781 or 788 and continue to the stop 'Fernsehstudio/WTC'.

By car

Take the motorway A1 until the junction 'Zürich-Seebach'. From there continue on 'Birchstraße' in the direction of Zurich. After approx. 1 km turn right into 'Glattalstraße', crossing 'Schaffhauserstraße' onto 'Schärenmoosstraße' until you reach 'Fernsehstraße'. From the motorway exit onwards also watch out for the sign with a circled "Z". Follow this sign, the event location is closed by. Later, the sign 'SF DRS/TPC Besucher' leads you to the location.

Venue

Schweizer Fernsehen
Fernsehstr. 1-4
CH-8052 Zurich
Switzerland