

Eyes & Ears Academy

ProCreation

Gathering of ideas, dealing with topics & decision-making in teams
05 & 06 October 2006 in Munich

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 and/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 by Eyes & Ears of Europe and ProSiebenSat.1 Produktion, the participants will learn compactly about the most important methodical approaches for the organisation of innovative 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 primarily aimed at employees of media and communication companies, (post) production firms, design studios and consulting agencies wishing to learn more about the team-based dealing with respectively the organisation of creative processes. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 16**.

Registration deadline: 29 September 2006

Questions? Just call us: **+49 (221) 606057 10**

The seminar language will be German.

Thursday, 05 October 2006

- 11.00 **Welcome**
Markan Karajica, Head of Creative Solutions & Executive Creative Director ProSiebenSat.1 Produktion, Berlin/Munich
- 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 first day

Friday, 06 October 2006

- 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 compulsory registration please send in the registration form until 29 September 2006 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
Lisa Gendziorra
Thomas Köller

Office

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

Fees

€250,- for Eyes & Ears members; €75,- for students and trainees who are members. €1.000,- for non-members; €150,- for students and trainees who are non-members. The fee is to be paid within a week after receiving the invoice by bank transfer.

Accommodation and catering are not covered by the participation fee.

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 your registration, we will charge a cancellation fee. If you cancel your participation within the last eight days before the seminar, we will have to demand the whole participation fee. In any case you can nominate 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 change the programme.**

How to get to the event

By public transport

Coming from Munich airport, take the urban railway S-Bahn no. 8 in direction to 'München' and get off at 'Unterföhring' station.

Coming from the inner city, take the urban railway S-Bahn no. 8 in direction to 'München Flughafen' and get off at 'Unterföhring' station.

By car

Take the motorway A9 in direction to Munich until you get to the intersection 'München Nord'. Take the exit 'München Frankfurter Ring/Föhringer Ring'. Drive down Föhringer Ring until you get to the exit 'Unterföhring'. Turn left at the traffic lights into 'Münchener Straße'. At 'Gewerbepark Fernsehen', turn right into 'Mitterfeldallee' and continue until you reach the roundabout. Turn left at the roundabout into 'Dieselstraße' and go straight on until you get to 'Medienallee'. Go straight on and turn left into 'Gutenbergallee'.

Venue

ProSiebenSat.1 Produktion
Gutenbergstr. 4
D-85774 Unterföhring