

Different ways of storytelling in on-air promotion 26 & 27 April 2007 in Zurich

In the context of this two-day event organised by Eyes & Ears of Europe and Schweizer Fernsehen in Zurich, renowned on-air promotion decision makers will discuss the following questions by using specific examples:

How much emphasis should be placed on the channel, the programme and the viewer? What do unusual storytelling structures and modes look like? Where and how can surprising links between entertainment and information be integrated? Where should cultural, regional and other differences come into play? And how important are humour, irony and satire?

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies, who want to learn more about these topics. 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 25**. The presentations will be held in German.

Registration deadline: 20 April 2007

Any questions? Just give us a call: **+49 (221) 606057 10**

Thursday, 26 April 2007

- 11.30 **Welcome address**
Alexander Marchet, Head of On-Air Promotion
Schweizer Fernsehen, Zurich
Alex Brunner, Editor Programme Promotion
Schweizer Fernsehen, Zurich
- Programme & presentation**
Wout Nierhoff, CEO
Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **The magic flute on two channels**
Monique Mertz, Editor Programme Promotion
Schweizer Fernsehen, Zurich
- 12.45 Discussion
- 13.00 Lunch break
- 14.00 **Humour, satire & irony in on-air promotion**
Zeljko Karajica, Managing Director CREATION
CLUB, Unterföhring
- 14.45 Discussion
- 15.00 Break
- 15.15 **Changing saddles –
On cowboys, Indians & treasure hunters**
Michael Worringen, Deputy Head of
Programme Design WDR Fernsehen, Cologne
- 16.00 Discussion
- 16.15 Break
- 16.30 **Surprising or as expected? –
On-air promotion at SF**
Alexander Marchet, Head of On-air promotion
Schweizer Fernsehen, Zurich
- 17.15 Discussion
- 17.30 End of day 1

Friday, 27 April 2007

- 09.00 Get together
- 09.30 **Telling, seducing, informing?**
Andreas Reinberger, Head of Presentation
3sat, Mainz
Ulrich Dankemeyer, Text & Conception
Presentation 3sat, Mainz
- 10.15 Discussion
- 10.30 Break
- 10.45 **Catachresis in the first**
Henriette von Hoessle, Creative Director ARD
– Das Erste, Munich
- 11.30 Discussion
- 11.45 Break
- 12.00 **The rapped trailer –
Rap in on-air promotion**
Michael Baudenbacher, Managing Director
CRAXX Medienproduktion, Cologne
Damian Bergheim, Head of Production
CRAXX Medienproduktion, Cologne
- 12.45 Discussion
- 13.00 Lunch break
- 14.00 **The strategy of surprise in on-air promotion**
Dr. Nicoletta Torcelli, Editor Programme
Promotion ARTE, Strasbourg
- 14.45 Final discussion
- 15.15 Evaluation
- 15.45 End of the event

How to register

For your binding registration, please send your registration form by 20 April 2007 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 by means of 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

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 of '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