

## Increase brand attractiveness effectively

### Strategies, methods & instruments of integrated brand management

#### 13 & 14 March 2008 at Schweizer Fernsehen in Zurich

The art of successful brand management is mastering the fine line between continuity and brand development. Starting point for defining the corridor of action is the brand positioning. The two-day event hosted by Eyes & Ears of Europe deals with the fundamentals and requirements of successful brand management by means of practical examples of brand management. It will point out the opportunities and pitfalls, the tops and the flops.

The process will be illustrated with the help of a case study from GMK Markenberatung, beginning with the positioning of a brand and development of a corporate design up to the briefing of agencies. Workshop participants will develop a positioning for a (currently) non-existent TV station using instruments that have proven to be successful in more than 10 years of brand consulting practice.

This event is primarily aimed at decision makers in the fields of marketing, promotion, design and programme management at channels and production companies, as well as leaders in agencies in the media industry who want to learn more about brand management strategies and methods. Please note that the number of participants is limited to a **maximum number of 16**.

#### Speakers

##### **Hans Meier-Kortwig, Founder & Owner of GMK Markenberatung, Frankfurt/Main**

Hans Meier-Kortwig (37) focuses mainly on integrated brand strategies in consumer and industrial goods, the optimisation of brand portfolios/brand architectures and on the development of control tools for brand management. His clients include: BASF, Bauknecht, CMA, Douglas, Deutsche Bahn, Lufthansa Cargo, Mercedes Benz, Merck, Vaillant, Volkswagen, Warsteiner and Whirlpool. After his studies at Cologne University and London Business School, Hans Meier-Kortwig worked from 1997 to 1999 as consultant at d...c brand + design consultants in Frankfurt, from 1999 to 2001 as executive director of Branding Consumer Goods at the design.net AG (today: Peter Schmidt Group) in Frankfurt and from 2001 to 2005 as head of Brand Management Consulting at Marketing Partner in Wiesbaden. In 2006, he co-founded GMK Markenberatung in Frankfurt and Munich. He has also written numerous books on design and brand management.

##### **Ingo Gebhardt, Founder & Owner of GMK Markenberatung, Frankfurt/Main**

Ingo Gebhardt (37) is primarily involved in developing international brand programmes. This includes brand positioning, brand development, brand strategies, brand management and diversification. Clients include adidas, BMW, BMW Group, Continental, HT Hrvatski Telekom, Loewe, Siemens Mobile Acceleration, T-Mobile, Vaillant, Volkswagen, WINI Büromöbel and Zagrebacka Banka. After his design studies at Hildesheim University of Applied Sciences and a master course in design management at Braunschweig University, Gebhardt worked from 1998 to 1999 as head of 2D design at CDC Communications Design & Consultancy GmbH in Frankfurt/New York and from 1999 to 2000 as consultant at d...c brand + design consultants in Frankfurt. From 2000 to 2005 he was managing director at Interbrand Zintzmeyer & Lux in Cologne/Munich. In 2006, he co-founded GMK Markenberatung in Frankfurt and Munich.

#### Registration deadline: 7 March 2008

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

#### Thursday, 13 March 2008

- 11.00 **Welcome**  
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 **'Everything is brand & brand is everything'**  
– **Basics of an efficient brand management**
- 13.00 Lunch break
- 14.00 **Case study: Brand repositioning I**  
Brand approach as central benchmark  
**Discussion**
- 15.15 Break
- 15.30 **Case study: Brand repositioning II**  
Brand guide as a control tool for brand management  
**Discussion**
- 16.45 Break
- 17.00 **Case study: Brand repositioning III**  
Create a tangible brand: How to use the brand guide  
**Discussion**
- 18.00 Summary
- 18.15 End of the first day

#### Friday, 14 March 2008

- 09.00 Get together
- 09.30 **Brand development for a fictional TV station – Briefing**
- 10.00 **Work session I – Development of world view & the brand's role, brand approach (1st part)**
- 11.00 Break
- 11.15 **Work session I – Development of world view & the brand's role, brand approach (2nd part)**
- 12.45 Lunch break
- 13.45 **Work session II – Challenges & brand value development, brand guide definition (1st part)**
- 15.00 Break
- 15.15 **Work session II – Challenges & brand value development, brand guide definition (2nd part)**
- 16.00 Summary
- 16.30 Evaluation
- 17.00 End of the event

## How to register

For your binding registration, please send your registration form by 7 March 2008 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 the 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