



**Increase brand appeal sustainably:
Strategies, methods & instruments of integrated brand management
16 & 17 July 2015
MDR in Leipzig**

The art of successful brand management is mastering the fine line between continuity and brand development. The starting point for defining the corridor of action is 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. It will point out the opportunities and pitfalls, the tops and the flops.

The process will be illustrated with the help of case studies from GMK brand consultancy – especially from the comprehensive brand strategy and implementation process at WDR – and cover the positioning of a brand to the development of a corporate design to the transition to the various points of contact. Using instruments that have proven successful in more than 10 years of brand consulting practice, workshop participants will develop a positioning for a media brand and will identify possible starting points for further optimisation of 'their' brand.

This event is primarily aimed at decision makers in the fields of marketing, promotion, design and programme management at broadcasting and production companies, as well as leaders at 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. The event will be held in German.**

Registration deadline: 17 April 2015

Speakers

Petra Hennrich, Head of Marketing Planning and Controlling, WDR, Cologne

Petra Hennrich (Dipl. in Business Administration) heads the marketing planning and controlling group within the marketing department at WDR in Cologne. As a project manager, she has been responsible for the internal and external implementation of WDR brands since 2012. Before that, she spent several years in various positions in the programme marketing of ProSiebenSat.1 Media AG, most recently as Head of the Unit Fiction / Product Management Marketing Sat.1 and ProSieben, where her focus was strategic marketing planning and marketing communication. Petra Hennrich has been employed at WDR since 2011.

Elmar Rugevics, Consultant at GMK Markenberatung, Cologne

Elmar Rugevics is a consultant and team leader for the brand consultancy GMK Markenberatung in Cologne. His main activities are the development of integrated brand strategies and their internal and external implementation. His previous clients include WDR, Braun, Hewlett-Packard, Bosch Thermal Technology, Renault and Welthungerhilfe. After studying psychology with an emphasis on communication and media psychology, Rugevics worked as a strategic planner at Publicis Hamburg and BBDO Proximity in Dusseldorf. Since 2012, he has been project manager for the WDR account at GMK.

Thursday, 16 July 2015

- 11.00 **Welcome**
Klaus W. Schuntermann, Creative Director MDR, Leipzig
Corinna Kamphausen, CEO Eyes & Ears of Europe, Cologne
- 11.15 **Introduction of the participants**
- 11.30 **Warm-up**
- 12.30 Lunch break
- 13.30 **What makes brands strong: Basics of efficient brand management**
- 14.30 Break
- 14.45 **Case studies Brand positioning I + II**
The BrandGuide as a control instrument of operational brand management
Discussion
- 16.45 Break
- 17.00 **Positioning is not an end in itself: Sustainable brand implementation using the example WDR**
Work session: Reality Check and branding with optimisation potential
- 18.00 Summary
- 18.15 End of Day 1

Friday, 17 July 2015

- 09.00 Get-together
- 09.30 **Briefing work session on brand development: Positioning a media brand**
- 10.00 **Work session on brand development**
Development of world view, role and brand image of a media brand; derivation of brand values and profile fields
- 12.30 Lunch break
- 13.30 **Presentation & Discussion Results Work Session**
- 15.00 Summary & Evaluation
- 15.30 End of the event

How to register

For your binding registration, please send your registration form by 10 July<<YY 2015 via eMail to academy@eeofe.org or Fax to +49 221 60605711.

Contact

Eyes & Ears of Europe
Mozartstr. 3-5
D-50674 Köln

Director
Corinna Kamphausen
Project Management
Ina Braun
Training Management
Marion Snyders & Isabel Krischer

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

Fees

- €350 Eyes & Ears members
- €95 Eyes & Ears members / pupils, students, trainees who are personally members of EEofE or pupils, students, trainees of an institutional member of EEofE Europe
- €990 non-members
- €190 non-members / pupils, students, trainees

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.