



EYES & EARS 2018
23 October 2018 in Munich

EYES & EARS CONFERENCE

The media and digital industry is changing. Influencer Marketing, Artificial Intelligence as well as Mixed, Augmented or Virtual Reality are just some of the new developments that designers, promotion producers and marketing managers, in short: the creative producers of moving images, must be well-informed about. With current case studies from design, promotion and marketing, the daily challenges of the industry are also not overlooked. Excellent New Talents projects round off the program. In a relaxed atmosphere, the latest trends and perspectives are presented and discussed during the day at the hbw ConferenceCenter.

09.00 **Entry Conference-Area vbw**

09.30 **Presenter**

Patrick "Coach" Esume, Presenter, Hamburg

Welcome

Zeljko Karajica, President Eyes & Ears of Europe, Unterföhring

Dr. Christof Prechtel, Vice-CEO vbw, Munich

Jürgen K. Enninger, Head of Competence Team Culture and Creative Industries, Landeshauptstadt Munich

Corinna Kamphausen, CEO Eyes & Ears of Europe, Cologne

KEYNOTE

10.00 **Business is Fightclub**

Dietmar Dahmen, Speaker & Creative Consultant, Vienna

DESIGN & CREATION

10.30 **The Wonders of a Floating World**

Nicolau Tudela, Art Director & Head of Graphic Arts RTP, Lisbon

10.50 **Pretty in ...GRELLOW?!**

Norbert Menkel, Project Leader ZDF, Mainz

Anton Riedel, Creative Director FEEDMEE Design, Cologne

11.10 **BBC Reith - One Font Family on all Platforms**

Lukas Paltram, Creative Director Dalton Maag, London

11.30 Discussion

11.40 Break

EYES & EARS NEW TALENTS 2018

- 12.00 **Storie di Terra**
Nikolaus Kohler, Founder n2k film, Munich
- 12.10 **After Silence**
Henning Himmelreich & Jann Brett, Graduates Filmakademie Baden
Württemberg, Ludwigsburg
- 12.20 **A Guide to the Apocalypse**
Adrian Graf, Absolvent ZHdK, Zürich
- 12.30 Lunch Break

MARKETING & TRENDS

- 13.30 **TO PAY ATTENTION TO STH. –**
The creative battle for the world's most valuable currency
Daniel Koller, Creation & Conception SevenOne AdFactory, Unterföhring
- 13.50 **Knowledge transfer through interaction**
Niels Rasmussen, Head of Programming Online & Multimedia NDR, Hamburg
- 14.10 **Late Night on YouTube, how television makers became influencers**
marketing experts!
Felix Hummel, Founder & CEO BuzzBird, Berlin
- 14.30 Discussion
- 14.40 Break

TECHNOLOGY & INNOVATION

- 15.00 **Artificial Intelligence is eating the world**
Patrick Arnecke, Head of Design & Promotion SRF, Zurich
- 15.20 **"Alexa, open n-tv"**
Julia Wegeler, Head of Digital Products n-tv Mediengruppe RTL, Köln
- 15.40 **PANIK CITY: How a multimedia brand experience is created**
Jürgen Irlbacher, Managing Director & Creative Director Content pilot,
Hamburg
- 16.00 Discussion
- 16.10 Break

PROMOTION & ADVERTISING

- 16.30 **From niche to mainstream - the rise of the DAZN streaming service**
Benjamin Reininger, Senior Vice President Marketing DAZN Europe, Berlin
Marco Obermann, Head of Creation KolleRebbe, Hamburg
- 16.50 Discussion

STATE OF OUR ART

- 17.00 **What's new, what's (g)old? What's hot, what's not?**
Barbara Simon, Creative Director, Munich
Brett Richards, Director/Founder Brokendoll, Stockholm

17.40 **Countdown to the Awards** (Drinks)

18.15 Location change from the ConferenceCenter to the Movie Theatre
Sendlinger Tor

EXHIBITORS

MediaApes, Holodeck VR, Goldmedia

EYES & EARS AWARDS

In the evening, for the 20th time, Eyes & Ears of Europe will award the International Eyes & Ears Awards at the Filmtheater Sendlinger Tor for particularly creative, innovative and effective design, promotion and brand communication activities of the year.

18.30 **Entry Movie Theatre Sendlinger Tor**

19.00 **Eyes & Ears Awards-Show 2018**

22.00 **After Show Party**

EVENT PARTNERS

vbw – Vereinigung der Bayerischen Wirtschaft, ZDF, BR Fernsehen, UMBRUCH kommunikation design, RTL, SRF, BDA Creative, DMC Design for Media and Communication, DMAX, EQAL Visual Productions, Universal Production Music, Golden Claim, Pixelschickeria, Superama, Mediaproductions Tofree, DW – Deutsche Welle, Brokendoll, Cologne Game Lab, Warner/Chappell Production Music, ANDECHSER NATUR, BLM – Bayerische Landeszentrale für neue Medien, MEDIENTAGE MÜNCHEN und die Landeshauptstadt München

MEDIA PARTNERS

MEDIEN BULLETIN