

Media professionals must continuously develop new strategies to stay on the ball

'KEEP ON RUNNING' – Eyes & Ears Conference on 11 May 2015 in Cologne

Cologne, 23 April 2015 – On 11 May 2015, the Eyes & Ears Conference will take place at the COMEDIA Theatre in Cologne. The theme of this year's event, organised by the industry association Eyes & Ears of Europe, is 'KEEP ON RUNNING'. The conference will be moderated by TV presenter and actor Jochen Schropp.

"Media are under the constant pressure of rapid development and change. Therefore, media professionals always have to develop new strategies, not only in order to be perceived in the vast sea of competitors, but to be accepted", says Corinna Kamphausen, CEO of Eyes & Ears of Europe.

Keep an eye on trends, perspectives and chances

At the Eyes & Ears Conference, industry players will have the opportunity to keep track of current projects, trends, perspectives, challenges and opportunities of audiovisual media.

The **Eyes & Ears Junior Highlights** give young talent a platform to showcase their innovative work. The industry meeting offers them the opportunity to get to know those who are always looking for young creative talent. At the same time, these young talents supply long-time media professionals with creative ideas for their own work.

Prior to the Eyes & Ears Conference, students, graduates and trainees were invited to submit their projects to the Eyes & Ears Junior Highlights. A jury selected three projects from all entries that will be presented at the Eyes & Ears Conference <http://eeofe.org/en/conference/junior-highlights>. Live, during the event, all participants can vote for their favourite project, which will receive the Eyes & Ears Newcomer Award 2015 sponsored by AMD Academy Fashion & Design.

Under the title **Eyes & Ears Keynotes**, national, European and international industry players from TV, film, Internet, mobile, games, events, advertising, art and culture provide insight into their projects and present new perspectives. By addressing current media developments, trends and challenges, the speeches offer inspiration and points of reference for the participants' own work.

The keynote speakers at this year's Eyes & Ears Conference are

- **Gerd Leonhard, futurist, author and CEO The Futures Agency, Basel**
- **Dr. Dennis Eick, freelance author & lecturer, Cologne**
- **Prof. Dr. Dieter Georg Herbst, lecturer & author, Berlin**
- **Jeffrey Baumgartner, author, motivational speaker and workshop Facilitator, Erps-Kwerps/Belgium**

Rounding out the conference will be the Eyes & Ears Case Studies. Here, agencies present their current projects. On 11 May 2015, the Paris Agency Dream On will be among the presenting agencies.

Programme and registration at <http://eeofe.org/en/conference/programme>

Registration required for press accreditation: conference@eeofe.org

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A cooperation between Eyes & Ears of Europe and the Mercure Hotel Severinshof Köln City offers comfortable accommodation at a central location from 10 to 12 May 2015 for €80 a night incl. breakfast (single room). Reservations can be made by telephone at +49 (0) 221 2013 555 using the promotional code "Eyes & Ears Conference"