

Marketing experts, designers and producers have to work out strengths, think outside the box and reposition themselves

## EYES & EARS CONFERENCE 2015



*Zeljko Karajica, President Eyes & Ears of Europe*

**Cologne, 12.05.2015 – yesterday the third Eyes & Ears Conference took place in the COMEDIA Theatre in Cologne. This year, the European industry association Eyes & Ears of Europe had set the event under the motto 'KEEP ON RUNNING'. Around 170 participants from Belgium, France, Great Britain, the Netherlands, Switzerland and Germany had come to discuss the following questions: How can media companies keep up with the speed of developments and new trends? In what direction are the media and their users going? And how can different platforms be operated and usefully filled with content? The Eyes & Ears Conference was moderated by Jochen Schropp.**

Zeljko Karajica, president of Eyes & Ears of Europe, pointed out in his opening speech that trends from the past are becoming more substantial: "The media landscape is changing. There are more and more technologies that offer media content daily. The choice is greater and thus also the pressure to communicate the contents." He also pointed out that the traditional media companies increasingly have to adapt to the changing media consumption. "Younger audiences have a different user behavior. The challenge is to systematically exploit the technological but also creative possibilities and to position yourself in this field with our know-how."



*Moderator & Actor Jochen Schropp*

"You, the media makers, strategists, marketers, designers and producers are the engines of these developments. We need you as motors, so Cologne can remain a popular and trendsetting metropolis," said Elfi Scho-Antwerpes, Mayor of the City of Cologne. Additionally, she said in her welcome address that it is essential to network better. "Therefore, events like this one from Eyes & Ears of Europe are so important for the media sector and the media location Cologne."



*Corinna Kamphausen, CEO Eyes & Ears of Europe  
Elfi Scho-Antwerpes, Mayor of the City of Cologne  
Zeljko Karajica, President Eyes & Ears of Europe*

Corinna Kamphausen, CEO of Eyes & Ears of Europe, said in her welcoming speech: "The slogan 'Keep on Running' describes in my opinion the motto of the industry - we need to keep at it, rethink and restructure. We should use what we have and what sets us apart. The moving image."

Speakers of the Eyes & Ears Conference 2015: <http://www.eeofe.org/en/conference/programme>

Pictures on Facebook: <http://on.fb.me/1PE0UZU>

Detailed Press release follows.



*Partners of the Eyes & Ears Conference 2015*

**Further Information and Pictures:**

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