

## EYES & EARS 2019: Keynotes, Case Studies and the 21st International Eyes & Ears Awards on 18 November in Munich



**Cologne, 10 October 2019 - Following the successful debut in 2018, this year's "EYES & EARS" will take place on 18 November in Munich.**

The EYES & EARS stand for inspiration, know-how and networking. They are a unique meeting of private television, public broadcasters, agencies, pay-TV and on-demand platforms - from all over Europe. The industry meeting place is a valuable trend barometer and a top-class communication platform for European developments in the fields of moving images and audiovisual media, both for professionals and young professionals from Design, Promotion and Marketing.

*"Whether eSports, AI, podcasts, the rebranding of our European neighbours, new technical possibilities in social media networks or the most successful streaming platforms today - the **EYES & EARS 2019** will focus on topics that currently affect the industry.," says Corinna Kamphausen, CEO of Eyes & Ears of Europe. "By picking up on current media developments and trends, our contributions offer participants inspiration, starting points for their own work and a firework of inspiring, creative ideas."*

The detailed programme with the speakers of the EYES & EARS 2019 will soon be available here: <https://eeofe.org/en/calendar/eyes-ears/2019/programm/>

### **CASE STUDIES**

During the day, current case studies from TV, film, Internet, mobile, games, events, art and culture are presented in the **hbw ConferenceCenter**. Broadcasters and agencies provide insights into their projects as well as current media developments, trends and challenges, thus informing creative professionals and marketers about the daily challenges facing the industry.

### **NEW TALENTS**

During the **Eyes & Ears New Talents** selected projects of students, graduates and trainees in the field of audiovisual media will be presented. The event offers young creative talents and long-time media professionals the opportunity to get to know each other personally and to get ideas for their own work.

### **STATE OF OUR ART**

In the presentation "**Impactful. Innovative. Insightful. Inspirational**", **Barbara Simon, Creative Director, Munich** and **Brett Richards, Director/Founder Brokendoll, Stockholm**, give a unique

overview of the best international spots and campaigns of the last year and thus round off the programme at the "Haus der Bayerischen Wirtschaft".

## **AWARDS**

After the "**Countdown to the Awards**" – with opportunities for networking – we will head to the Film Theatre Sendlinger Tor, where Eyes & Ears of Europe will host the **21st International Eyes & Ears Awards**.

At the Awards Show, the best productions from the fields of design, audio, digital, promotion and cross-media campaigns are shown and their creators are awarded the Eyes & Ears Awards Trophy. The show offers a unique opportunity to gain an impression of trends, innovations and new perspectives. The **Eyes & Ears Awards 2019** will be presented by Wolfram Kons.

## **PARTY**

Right after the Eyes & Ears Awards ceremony the EYES & EARS Party will take place. With drinks and good music, the participants can round off the day in an enjoyable atmosphere - exchange ideas about the highlights of the day, celebrate the award winners, meet new contacts as well as old acquaintances and forge plans for new projects.

## **EVENT PARTNERS**

Adobe, ZDF, BR Fernsehen, Universal Production Music, DMAX, Landeshauptstadt München, vbw – Vereinigung der Bayerischen Wirtschaft, MedienNetzwerk Bayern, West One Music Group, UMBRUCH kommunikation design, Warner/Chappell Production Music, Golden Claim, Deutsche Welle, Cape Rock, Cologne Game Lab

## **MEDIA PARTNERS**

Clap, business-on.de, FILMDIENST

Further information about the event:

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***Eyes & Ears of Europe** is the association for design, promotion and marketing of audiovisual media. For over 20 years we have been connecting all those involved in strategic planning, creation, realisation and management of audiovisual communication.*