

**EYES & EARS 2021 Special Edition – New Talents & 23rd International Eyes & Ears Awards with 25th Birthday Celebration as a digital event in Cologne on 25 November**



**Cologne, 23 September 2021 – In the second year of Corona, there will be an EYES & EARS Special Edition. This will once again take place digitally from Cologne – with a special highlight: Eyes & Ears of Europe, the media industry association, turns 25 – and this special birthday will be celebrated during the 23rd International Eyes & Ears Awards ceremony on 25 November 2021.**

*"In the past 25 years, we have not only experienced an incredible journey through time with our members, but also an enormous and rapid development. There has been a complete revolution in this creative industry. Right from the introduction of non-linear tv to the streaming services of our time. From the replacement of personal announcers by promo spots to the establishment of influencer marketing or the introduction of digital techniques like virtual reality, augmented reality and mixed realities, says Corinna Kamphausen, CEO of Eyes & Ears of Europe. For the next quarter of a century, we will remain a competent (sparring) partner for our very fast-changing industry - especially in brand communication.*

*In addition, we are and have always been on the cutting edge and have identified and accompanied changes throughout Europe and informed our members. The topics we focus on are those concerning the industry and its employees.*

*After the last crisis-ridden and, above all, uncertain year, we are pleased that with about 420 submissions – even from South Korea – there has been a significant increase in the submission rate for our Eyes & Ears Awards. We interpret this as a sign that our industry has regained its footing and is committed to its creative and innovative achievements again.*

*At this year's Eyes & Ears Awards, we will therefore be able to show innovative, effective, funny and exciting creative achievements from all over Europe again. Thus, we look forward to the next 25 years with great enthusiasm."*

## **NEW TALENTS**

At the **Eyes & Ears New Talents**, selected projects by students, graduates and trainees in the field of audiovisual media are presented. The event offers young creatives and experienced media professionals the opportunity to get to know each other and inspire each other's work. The award ceremony for the best New Talents will also take place as part of the International Eyes & Ears Awards this year.

## **AWARDS**

Highlight of the EYES & EARS 2021 Special Edition on 25 November will be the presentation of the renowned **23rd International Eyes & Ears Awards**. At the **Award Show**, the best productions from the fields of Design, Audio, Digital, Promotion and Cross-Media will be shown and their creators will be awarded the Eyes & Ears Awards Trophy. Presenter of the **Eyes & Ears Awards 2021** will be **Wolfram Kons**.

Crowning this year's Eyes & Ears Awards is the presentation of the **INSPIRATION Award**. This award goes to an outstanding person who inspires the creative industry in the field of audiovisual media in the long term. The winner will be announced in the next few weeks.

#### **EVENT PARTNERS**

BR Fernsehen, CapeRock, DMC, Universal Production Music, SAE Institute, BDA Creative, Thomas Friebe Akademie, Kleiner Klopfer

#### **MEDIA PARTNERS**

MEEDIA

Further information about the event:

Eyes & Ears of Europe – Association for Design, Promotion and Marketing of Audiovisual Media

Mozartstr. 3-5, D-50674 Cologne

Phone: +49 (221) 606057-13, Fax: +49 (221) 606057-11,

**Contact Miriam Sommer, Mail: [miriam.sommer@eeofe.org](mailto:miriam.sommer@eeofe.org)**

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