

WELCOME BACK! The EYES & EARS 2022 – New Talents & 24th International Eyes & Ears Awards – finally back in person – on 10 October 2022 in Munich



Cologne/Munich, 14 September 2022. The time has come: This year, the EYES & EARS will finally be back in Munich on 10 October. In the evening, the 24th International Eyes & Ears Awards will be presented at the Filmtheater Sendlinger Tor.

"Creativity is when people come together" is the tagline of the EYES & EARS 2022. After two years of e-Edition, the annual branch highlight will once again take place in presence. At last, a day with networking, know-how and condensed inspiration in a personal atmosphere is possible again. At the EYES & EARS, not only media professionals meet to find out about the latest trends, innovations and new perspectives in the fields of design, promotion & marketing for media and entertainment brands from all over Europe. Young talents are also represented here and show their promising study or graduation projects on stage at the New Talents. In the evening, Eyes & Ears of Europe will honour particularly creative, innovative or effective design, promotion and brand communication measures of the year with the International Eyes & Ears Awards for the 24th time. The programme will be rounded off by a cosy evening with colleagues.

"I am so happy that after two years of virtual and digital communication, we can finally get together again in person, exchange ideas, inspire and also celebrate again," says Corinna Kamphausen, CEO of Eyes & Ears of Europe. "The fact that we have gone through these crises together with our industry, have mastered them successfully and that our creativity has not suffered is also pleasing. In fact, quite the opposite! We have grown even further as a result, which is reflected both in our high-quality and diverse programme of the EYES & EARS 2022 and within the contributions that will be awarded at the International Eyes & Ears Awards."

Registration for the EYES & EARS 2022 with the Awards Show is now open, tickets can be booked here: https://eyesandearsofeurope2.vbotickets.com/event/EYES_EARS_2022/80003

In advance, a small preview of this year's programme:

THE EYES & EARS 2022

Starting at 10 a.m. CEST, there will be various **MASTERCLASSES** on topics such as "AI and Machine Learning" with film editor Rainer Nigrelli, "Drawing means Understanding" with VFX supervisor and filmmaker Prof. Michael Coldewey or "Editing based on the example of a Netflix series" with Adobe Premiere Pro in the **vbw conference area at the Haus der Bayerischen Wirtschaft**.

From 13.15 : **Start of the EYES & EARS. Jennifer Becks will be the host.**

14.00 **Video marketing or: why am I missing my bus on #SocialMedia?**

Patrick Klingberg, Digital Architect, Hamburg

Jens Neumann, Creative Consultant _ B(r)and Manager Speaker, Bremen

14.30 **Designing better futures**

David Bailey, Executive Creative Director, Magnetic

15.00 **Somewhere between uncharted territory and metaverse: AI in practice**

Stefanie Valdés-Scott, Head of Policy & Government Relations EMEA Adobe, Munich
Julian A. Kramer, Head of Heads - Director University Partnerships & Thought
Leadership CEE Adobe, Munich

15.30 **From cult to mainstream movie brand.**

The redesign of Germany's biggest movie channel TELE 5

Jan Leitz, Senior Manager Creative Solutions Warner Bros Discovery, Munich
Marco-Paul de Jeu, Strategy Director CapeRock, Amsterdam

The detailed programme with all speakers of the EYES & EARS 2022 can be found here:

<https://eeofe.org/en/calendar/eyes-ears/2022/eyes-ears/>

EYES & EARS NEW TALENTS

Host: Marc Lepetit, CEO & Producer UFA Documentary, Potsdam

At the **Eyes & Ears New Talents**, selected projects by students, graduates and trainees in the field of audiovisual media will be presented starting at 4 pm CEST. The event offers up-and-coming creatives and long-standing media professionals the opportunity to get to know each other personally and to give each other impulses for their own work.

17.00 **EYES & EARS Cutting Edge 2022**

Barbara Simon, Creative Director, Munich

17.45 **Awarding of the Eyes & Ears New Talents 2022 winners' teams**

18.00 **Countdown to the Awards in the lobby** (*Food & Drinks*)

19.00 **Entry at the Filmtheater Sendlinger Tor**

19.30 **Eyes & Ears Awards-Show 2022 at the Filmtheater Sendlinger Tor**

22.30 **After-Show-Party**

AWARDS

Highlight of the EYES & EARS 2022 on 10 October will be the presentation of the renowned **24th International Eyes & Ears Awards**. At the **award show**, the best productions from the fields of design, audio, digital, promotion and cross-media will be screened and their creators will be awarded the Eyes & Ears Awards Trophy. The **Eyes & Ears Awards 2022** will be presented by **Wolfram Kons** and Corinna Kamphausen.

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

DESIGNPARTNER

CapeRock

EVENT PARTNERS

Adobe, BR Fernsehen, Warner Bros. Discovery, ZDF, Universal Production Music, RTLZWEI, von Herzen, Landeshauptstadt München, XPLR: MEDIA in Bavaria, vbw – Vereinigung der Bayerischen Wirtschaft, Kabood, XR Bavaria, Warner/Chappell Production Music, Thomas Friebe Academy, Deutsche Welle, SAE Institute

MEDIA PARTNERS

CLAP, MEEDIA, DIGITAL PRODUCTION

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 more than 20 years, we have been connecting all those involved in the strategic planning, creation, implementation and control of audiovisual communication.