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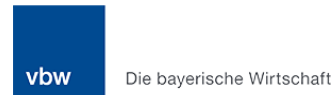
EYES&EARS
e-Edition

20

23-27
November

Keynotes • Case Studies • Masterclasses • eSports • Awards

EVENT PARTNERS



MEDIA PARTNER



DESIGN PARTNER



EYES & EARS e-Edition 2020 - #ee2020ee

Whether eSports, podcasts, new designs & current developments of our European neighbours, innovative technical possibilities in social media networks or the variety of the most successful streaming platforms – the EYES & EARS 2020 will focus on the topics that currently affect the industry.

Since everything is different this year, the EYES & EARS cannot take place as usual. But no worries! We are going to take all the goodies you love about the EYES & EARS and go digital. In our EYES & EARS e-Edition from November 23 to 27 we are going to hear a huge amount of case studies, three international panels as well as fireside chats with designers, marketers and audio-professionals. Furthermore, our New Talents are going to show their projects and will be awarded during the Awards-Show on Thursday, November 26.

To give you the opportunity to meet new and well-known colleagues we chose a portal where you can schedule 1-on-1 video chats as well as chat with all the participants and speakers you want. As another feature, you will be able to take us wherever you go by using the Eventmobi-app.

The EYES & EARS e-Edition – same as always, but safe.

	Monday, 23 November Design-Day	Tuesday, 24 November Marketing- & Promotion-Day	Wednesday, 25 November Audio-Day	Thursday, 26 November Awards-Day	Friday, 27 November eSports-Day
11.00					Get Together
11.30					Welcome
12.00					Presentation
12.30					Show Match
13.00	Get Together	Get Together	Get Together		Presentations eSports
13.30					
14.00	Welcome	Welcome	Welcome	Get Together	
14.30	Masterclass Design	Masterclass Marketing & Promotion	Masterclass Audio	Welcome	
15.00				Fireside Chat	
15.30	Eyes & Ears New Talents 2020	Eyes & Ears New Talents 2020	Eyes & Ears New Talents 2020	End of New Talent Voting	
15.45	Case Studies Design	Case Studies Marketing & Promotion	Case Studies Audio	Concert	
16.00				22. International Eyes & Ears - Awards.Show	
17.00					Panel
17.15	International Design-Panel	International Marketing & Promotion-Panel	International Audio-Panel		End of eSports-Day
17.30					
17.45	Fireside Chat	Fireside Chat	Fireside Chat		
18.15	Cutting Edge	Cutting Edge	Cutting Edge		
18.30	"Why are we creative?" - Movie + Interview	"The Best of 13th Street Shocking Shorts"	Concert		
20.15	End of Design-Day	End of Marketing- & Promotion-Day	End of Audio-Day		
20.30				End of Awards-Day	

DESIGN DAY - MONDAY, 23 NOVEMBER

13.00 Digital Get-together

At the digital get-together you can video-chat with your fellow attendees before the start of the official programme. Hang out with us and see new as well as familiar faces!

14.00 Live from XPERION, the Saturn e-Arena

Our programme comes live from the XPERION in Cologne where our Conference Moderator Najima El Moussaoui will lead you through the topics of the day.

14.30 Masterclass DESIGN

On three days of the EYES & EARS, speakers from different fields will give creative input, compressed to one hour and designed as an interactive workshop.

"Der Weg ist das Spiel"

Anton Riedel, Creative Director FEEDMEE Design, Köln

15.30 Eyes & Ears New Talents 2020

Moderated by Marc Lepetit, Producer UFA Fiction in Potsdam, on each day of the Conference one of our New Talents will chat with us live and show a presentation of their project. After the last presentation all viewers will vote their favourite who will be presented at the Eyes & Ears Awards on Thursday, 26 November.

Uniperverse

Vanessa Melzner, Motion Designerin, Absolventin der FH für angewandte Wissenschaften Würzburg-Schweinfurt

15.45 Case Studies DESIGN

Our Case Study speakers will join us live to say hello and then present their projects. Afterwards they will answer questions from the chat.

Redesign of ZDF Moma – Development of the redesign of ZDF Moma

Marco-Paul de Jeu, Strategy Director / Partner CapeRock, Amsterdam

OKOO – Global 360° Branding of the new offer of France Télévisions

Emmanuelle Lacaze, President of Gédéon, Paris

Color is the New Black!

Mark van Wageningen, (Typo)graphic Designer Novo Typo, Amsterdam

17.15 International DESIGN-Panel

Marco-Paul de Jeu, Strategy Director / Partner CapeRock, Amsterdam

Emmanuelle Lacaze, President of Gédéon, Paris

Mark van Wageningen, (Typo)graphic Designer Novo Typo, Amsterdam

17.45 Fireside Chat

Exciting exchange in a cosy atmosphere. On three days of the EYES & EARS 2020 e-Edition we will talk with a selected guest about the topic of the day - including questions from the chat.

Typographer Prof. Dr. h.c. Erik Spiekermann interviewed by Corinna Kamphausen

18.15 Cutting Edge

The best, most creative, most exciting and also the worst marketing campaigns from last year. Strictly selected according to subjective opinion and compiled in an entertaining way.

Barbara Simon, Creative Director & Brand Consultant, Munich

18.30 Evening programme

"Why are we creative?" - Movie + Interview with Prof. Herrmann Vaske

20.15 End of Day 1

Presenter



Najima El Moussaoui

14.30 Masterclass DESIGN



"Der Weg ist das Spiel" ("The journey is the game") Anton Riedel, Creative Director FEEDMEE Design, Köln

Task, idea, implementation: For FEEDMEE, the daily workflow is a colourful mixture of mental cinema, idea ping-pong, technology and innovation. The Corona pandemic is taking this process to the extreme: Instead of meetings in the office, creative meetings with cats and dogs in the garden, video conferences, online whiteboards and binge working are now the order of the day. Anton Riedel is full of stories, inspiration and solutions. And so will be his lecture bingo.

Born 1970 in Hartford/Connecticut, USA At the age of four he came to Cologne, where he has since painted everything that is not moving too much. Since 1989, Anton has been working as a freelancer in the fields of illustration, design and direction for various television stations, production companies and design agencies. In 1999 he founded FEEDMEE Design GmbH together with Susanne Frericks and Gerhard Menschik and works for national and international clients. Anton is a member of the ADC.

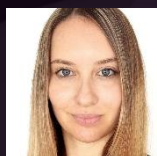
15.30 Eyes & Ears New Talents 2020

Presenter



Marc Lepetit, Producer UFA Fiction, Potsdam

Uniperverse



Vanessa Melzner, Motion Designer, Graduate of the FH for Applied Sciences Würzburg-Schweinfurt

In her bachelor thesis "Science vs. Fiction", Vanessa Melzner researched the origin of supposedly real UFO abduction stories, which are said to have occurred increasingly on the American continent between the 1950s and 1970s. In these stories, victims reported that they had been abducted by aliens and had had sexual intercourse with these beings. The short film "Uniperverse" seeks answers to the origin of these events. It parodies three of the most curious UFO incidents in history by comparing them with erotic filmic depictions and by making the sexual aspect absurd.

15.45 Case Studies DESIGN

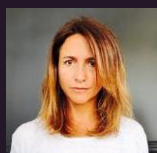


Redesign of ZDF Moma – Development of the redesign of ZDF Moma including logo design, on-air design and studio graphics

Marco-Paul de Jeu, Strategy Director / Partner CapeRock, Amsterdam

The ZDF Moma redesign focuses on the rise of the sun as a visual highlight of the dawn of a new day. Typography, shapes, colours and motion create a pleasant atmosphere in the early morning. The design navigates the viewer into the different news items, which are presented and played on the various screens and monitors in the studio. In this presentation we will share our design thinking and creative thoughts behind the redesign.

CapeRock is the creative agency for broadcast design and media branding lients ambitions to life into exciting outcomes for all platforms. Our clients are companies, like: Talpa Network, Ziggo, RTL Deutschland, Deutsche Welle, ZDF, Nelonen Media, Insight TV. His personal background and expertise is in Marketing & Branding. After having graduated in Business Administration he started his career at Foot Locker Europe as Brand Manager Northern Europe. After Foot Locker he moved to MTV Benelux to become Marketing Director. It's at MTV where he learned the ins and outs of TV and media branding and design, and where he became interested in the development of media and entertainment brands. This experience has led to the start of his entrepreneurship in 2008.



OKOO – Global 360° Branding of the new offer of France Télévisions

Emmanuelle Lacaze, President of Gédéon, Paris

OKOO is the new offer for children from France Télévisions. At Gédéon, we created and produced digital, on air and print identities as well as the overall concept of the advertising campaign. Emmanuelle Lacaze will present how traditional TV can transform itself, how design is the solution to catch the audience of the future in a context of digital revolution and strong competition from international platforms (Youtube, Disney + Netflix...) and how a global and « digital first » strategy is the key to success.

Emmanuelle Lacaze is the President of Gédéon, an agency specializing in TV broadcast design in France and overseas, and an ex-affiliate of Groupe Canal+. She has managed and produced more than one hundred major projects in France, Belgium, Brazil, Mexico, Spain, Canada and Morocco, with many of them receiving awards. Emmanuelle is part of the French AD Club board as well as the Promax BDA Europe board.



Color is the New Black!

Mark van Wageningen, (Typo)graphic Designer Novo Typo, Amsterdam

Traditionally typesetters think in black and white... Why?

Our world is in full color. The web is in full color. Hollywood doesn't produce any black and white movies anymore... Only typesetters continue to think in these restrictive terms.

This presentation will enlighten you about the possibilities of multi-colored typography Mark van Wageningen is the founder of Novo Typo, a typographic design studio and font foundry in Amsterdam. Novo Typo has designed a wide variety of typefaces for numerous international clients. The design output of Novo Typo is a mix of commissions and self-initiated projects.

In January 2015 Novo Typo started the Typewood/Bixa Color project. Typewood is a research project about designing, deconstructing, and transforming multi-colored digital typefaces into wooden type for letterpress. Ziza, a corresponding project with lead type, followed in 2016. Both projects show the future of multi-colored typeface design through the revitalization and deconstruction of typographic traditions. Bixa received a Certificate of Excellence from the Type Directors Club, New York, as well as a Silver Award from the European Design Awards. In March 2017, van Wageningen published the Novo Typo Color Book, about the technical and editorial possibilities and challenges of modern multicolored typography. In 2018 Novo Typo Color Book received a Certificate of Typographic Excellence from the Type Directors Club, New York, a Bronze Award from the Art Directors Club Netherlands, and a Golden Award from the European Design Awards.

The work of Novo Typo has attracted the interest of a variety of international design magazines, blogs, and publications. As van Wageningen likes to share his knowledge, insights, and experiences, Novo Typo organizes workshops on digital and analogue multicolored typefaces.

As a self-proclaimed ambassador of multi-colored typography, van Wageningen lectures on the work of Novo Typo and multicolored typography at a number of international design conferences and festivals.

17.15 International DESIGN-Panel

Moderated by Najima El Moussaoui

Marco-Paul de Jeu, Strategy Director / Partner CapeRock, Amsterdam

Emmanuelle Lacaze, President of Gédéon, Paris

Mark van Wageningen, (Typo)graphic Designer Novo Typo, Amsterdam

17.45 Fireside Chat

Typographer Prof. Dr. h.c. Erik Spiekermann interviewed by Corinna Kamphausen

Erik Spiekermann – art historian, printer, type designer (Meta, Officina, Unit, Info, Fira et al) information architect, author. Founder MetaDesign '79, FontShop '89. Honorary Royal Designer for Industry Britain 2007. TDC Medal & National German Lifetime Achievement Award 2011, etc. Now Edenspiekermann Berlin, San Francisco, Amsterdam, Los Angeles, Singapur. Lives in Berlin, London & San Francisco. A book about his life and work "Hello I am Erik" was published by Gestalten Verlag in 2014.

18.15 Cutting Edge

Barbara Simon, Creative Director & Brand Consultant, Munich

Join us for three individual and intense doses of inspiring creative work from around the world! Covering all types of brand communication and brand presentation, from still and moving or funny and dramatic advertisement, to fantastic design samples that may be either reduced and simple or visually complex and rich. From brilliant marketing stunts to a showcase of work in a year that's been challenging for everyone. Buckle up and enjoy the audiovisual ride.

Born 1962 in St. Louis/Missouri. From 1980 to 1984 she studied graphic design and from 1984 to 1986 she studied computer graphics at the Rochester Institute of Technology in New York. From 1990 to 1991 she worked in the graphics department of Tele 5 in Munich, responsible for all design and on-air promotion activities. From 1992 to 1996 Art Director at SZM Studios, manufacturing company and production company of ProSieben in Unterföhring, responsible for the graphic design of various stations such as ProSieben, kabel eins, DSF and H. O. T. From 1996 to 1997 Art Director for on-air and off-air promotion as well as design of the station and the programmes of kabel eins. From 1998 to 2000 head of on-air promotion at kabel eins. From April 2000 Art Director for Marketing at ProSieben Television. From 2001 to 2003, together with Imke Deigner, head of the marketing department at ProSieben Television. From June 2003 to March 2004 Creative Director ProSieben Television. From March 2004 to July 2005 Head of Creative Solutions ProSiebenSat. 1 Production, responsible for on-air promotion, on-air design, advertising and audio design. At the same time, Creative Director of the ProSiebenSat. 1 Media AG channels. From August 2005 to January 2007 Creative Director at NBC Universal Global Networks Germany. There she was responsible for marketing, on-air and off-air promotion and design of the German channels. Since then she has worked as a freelance creative director and brand consultant.

18.30 Evening Programme

Documentary "Why are we creative?"

Introduction: Prof. Herrmann Vaske in conversation with Corinna Kamphausen



MARKETING & PROMOTION DAY – TUESDAY, 24 NOVEMBER

13.00 Digital Get-together

At the digital get-together you can video-chat with your fellow attendees before the start of the official programme. Hang out with us and see new as well as familiar faces!

14.00 Live from XPERION, the Saturn e-Arena

Our programme comes live from the XPERION in Cologne where our Conference Moderator Najima El Moussaoui will lead you through the topics of the day.

14.30 Masterclass MARKETING & PROMOTION

On three days of the EYES & EARS, speakers from different fields will give creative input, compressed to one hour and designed as an interactive workshop.

"No Story. No Glory"

Markus Gull | The Story Dude, Anstifter, Brandstifter, Mutmacher, Impulsgeber, Wien

15.30 Eyes & Ears New Talents 2020

Moderated by Marc Lepetit, Producer UFA Fiction in Potsdam, on each day of the Conference one of our New Talents will chat with us live and show a presentation of their project. After the last presentation all viewers will vote their favourite who will be presented at the Eyes & Ears Awards on Thursday, 26 November.

Aura

Timm Völkner, Dipl. Motion Designer, Absolvent der Filmakademie Baden-Württemberg

15.45 Case Studies MARKETING & PROMOTION

Our Case Study speakers will join us live to say hello and then present their projects. Afterwards they will answer questions from the chat.

Epic Drama's Summer of Crime

Hanna Pawlak, Marketing Manager Poland Viasat World, London

Paul Evans, Head of Creative Viasat World, London

ARTE: Lockdown-Covid Idents (AT)

Cecile Chavepayre, Artistic Director ARTE, Straßburg

Amélie Barnathan, Illustrator PEKELO, Paris

Case Study

N.N.

17.15 International MARKETING & PROMOTION - Panel

Paul Evans, Head of Creative Viasat World, London

Cecile Chavepayre, Artistic Director ARTE, Straßburg

Amélie Barnathan, Illustrator PEKELO, Paris

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Barbara Simon, Creative Director & Brand Consultant, Munich

18.30 Evening programme

The Best of 13th Street Shocking Shorts

20.15 End of Day 2

MARKETING & PROMOTION DAY – TUESDAY, 24 NOVEMBER

Presenter



Najima El Moussaoui

14.30 Masterclass MARKETING & PROMOTION



Masterclass: "No Story. No Glory"

Markus Gull | The Story Dude, Anstifter, Brandstifter, Mutmacher, Impulsgeber, Wien

Ob im täglichen Business, im Verkaufen, im Marketing, bei der Teamführung, in Innovations- und Change-Prozessen: Die magnetische Kraft von Storys schafft im menschlichen Betriebssystem Orientierung und stillt die große Sehnsucht der Menschen, in unseren unübersichtlichen Zeiten mehr denn je: Klarheit, Beziehung und Lebens-Sinn. Hier setzt Story als das mächtigste Werkzeug an, das uns die Evolution geschenkt hat: der Homo sapiens als Homo narrans, der erzählende Mensch. Markus Gull beleuchtet in unserer Masterclass diese Themenwelt ganz lebensnah jenseits des Storytelling-Hypes. Er nimmt mit in die Tiefe, dorthin, wo die Wirkung von Story wurzelt. Er zeigt wie Relevanz und Resonanz entstehen, wo Bedeutung und Beziehung wachsen, was eine Story wirklich ist und warum Storytelling in die Irre führt und nur Storysharing die gemeinsame Sehnsucht weckt und stillt.

Markus Gull – The Story Dude – ist als Experte für Story und Storytelling international gefragter Keynote-Speaker, entwickelt und schreibt seit Jahrzehnten Storys für Film, Funk, Fernsehen und die Bühne, Hollywood-Erfahrung inklusive. Fast ebenso lange dauert seine Karriere als Journalist, Texter, Creative Director, Werbeagentur-Chef und Marken-Stratege. Als Mindset- und Business-Coach berät er Startups, KMUs, internationaler Konzerne, Gründer und CEOs gleichermaßen und ist deren gefragter Impulsgeber und Sparringspartner.

15.30 Eyes & Ears New Talents 2020



Presenter

Marc Lepetit, Producer UFA Fiction, Potsdam



Aura

Timm Völkner, Dipl. Motion Designer, Absolvent der Filmakademie Baden-Württemberg

Migraines are the third most common disease in the world, affecting 15% of the human population, and is so much more than "just a headache". Using an ambivalent love letter language, AURA introduces the disturbing world of a migraine patient. It is not explaining medical processes, but rather gives an insight based on emotions.

15.45 Case Studies MARKETING & PROMOTION



Epic Drama's Summer of Crime

Hanna Pawlak, Marketing Manager Poland Viasat World, London
Paul Evans, Head of Creative Viasat World, London

"We will discuss why crime is so popular on TV, the appeal of various crime genres, Epic Drama's niche of historical crime, how we creatively brought together disparate investigators in a season of our most popular genre and how we exploited the marketing potential of the season."



Hanna is the Marketing Manager for Polish market at Viasat World. She is highly creative, globally minded and results-oriented professional with hands-on experience in marketing mix, digital marketing and social media field.

Paul is a multiple award-winning creative leader with experience of managing teams and campaigns across markets in the UK and worldwide. He has worked in the UK and in Italy in senior creative positions for Sky, A&E, Discovery, MTG and National Geographic.

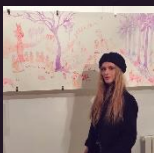


ARTE: Lockdown-Covid Idents

Cecile Chavepayre, Creative Director ARTE, Straßburg
Amélie Barnathan, Illustrator PEKELo, Paris

In the very first days of lockdown, came an intuition: we had to talk about this particular spring that was to happen without us and about our confined lives, at times anxious, at times grotesque, often inventive. We also wanted to talk about the invisible bond we all felt during this unprecedented event, which was taking turns we couldn't have imagined until then. A metaphor immediately came to mind: that of an expanding tree, growing bigger day by day as it would in the wilderness.

We knew a little about Amélie Barnathan's drawing and we liked her misleadingly wise and exponential style. We asked her to create one animated scene per day - which was an insane prowess - to illustrate our peculiar daily life under lockdown. Finally, for the first time since this channel's history, we managed to broadcast a new brand ident every day for 30 days.



17.15 International MARKETING & PROMOTION - Panel

Moderated by Najima El Moussaoui

Paul Evans, Head of Creative Viasat World, London
Cecile Chavepayre, Artistic Director ARTE, Straßburg
Amélie Barnathan, Illustrator PEKELo, Paris

17.45 Fireside Chat

18.15 Cutting Edge



Barbara Simon, Creative Director & Brand Consultant, Munich

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18.30 Evening Programme

The Best of 13th Street Shocking Shorts

AUDIO DAY – WEDNESDAY, 25 NOVEMBER

13.00 Digital Get-together

At the digital get-together you can video-chat with your fellow attendees before the start of the official programme. Hang out with us and see new as well as familiar faces!

14.00 Live from XPERION, the Saturn e-Arena

Our programme comes live from the XPERION in Cologne where our Conference Moderator Najima El Moussaoui will lead you through the topics of the day.

14.30 Masterclass AUDIO

On three days of the EYES & EARS, speakers from different fields will give creative input, compressed to one hour and designed as an interactive workshop.

Masterclass: "Immersive Sound 'Tasting'"

Nüjün Kartal, CINO & Immersive Producer MediaApes, Neustadt an der Weinstraße

Sebastian Gsuck, CEO|CVO & Immersive Futurist MediaApes, Neustadt an der Weinstraße

15.30 Eyes & Ears New Talents 2020

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Augmented Participation

Paulina Porten, Creative Technologist and Interaction Designer, Absolventin der HAW Hamburg

15.45 Case Studies AUDIO

Our Case Study speakers will join us live to say hello and then present their projects. Afterwards they will answer questions from the chat.

Hochspannung – Made by SAT.1 – Reduction of audio for maximum high tension

Niels Müller, Creative Director SAT.1 Seven.One Entertainment Group, Unterföhring

Paul Taylor, Creative Director / Head of Audio Seven.One Entertainment Group, Unterföhring

With Immersion to empathy – "Mare Nostrum - The Nightmare" The VR experience

Nüjün Kartal, CINO & Immersive Producer MediaApes, Neustadt an der Weinstraße

Sebastian Gsuck, CEO|CVO & Immersive Futurist MediaApes, Neustadt an der Weinstraße

Audio rebrand of DMAX – Development of unmistakable sonic design for DMAX

Marco-Paul de Jeu, Strategy Director / Partner CapeRock, Amsterdam

17.30 International AUDIO-Panel

Niels Müller, Creative Director SAT.1 Seven.One Entertainment Group, Unterföhring

Paul Taylor, Creative Director / Head of Audio Seven.One Entertainment Group, Unterföhring

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Marco-Paul de Jeu, Strategy Director / Partner CapeRock, Amsterdam

17.45 Fireside Chat

Exciting exchange in a cosy atmosphere. On three days of the EYES & EARS 2020 e-Edition we will talk with a selected guest about the topic of the day - including questions from the chat.

Norbert Grundei, Head of Audio Strategy / Head of Audiolab THINKAUDIO Norddeutscher Rundfunk, interviewed by Corinna Kamphausen

18.15 Cutting Edge

The best, most creative, most exciting and also the worst marketing campaigns from last year. Strictly selected according to subjective opinion and compiled in an entertaining way.

Barbara Simon, Creative Director & Brand Consultant, Munich

18.30 Evening programme

Enjoy an exclusive concert streamed live, presented by Warner Chappell Production Music.

20.15 End of Day 3

AUDIO DAY - WEDNESDAY, 25 NOVEMBER

Presenter



Najima El Moussaoui

14.30 Masterclass AUDIO



Masterclass Audio: "Immersive Sound 'Tasting'"

Nüjün Kartal, CINO & Immersive Producer MediaApes, Neustadt an der Weinstraße
Sebastian Gsuck, CEO|CVO & Immersive Futurist MediaApes, Neustadt an der Weinstraße



3D audio as a crossover technology for immersive storytelling is a huge game changer. You can tell stories where emotions are emphasized by the immersive technology and the experience becomes unique. Learn in our masterclass about the importance of audio and the innovation opportunities behind 3D audio / immersive concepts. Define your future for you and your audience.

Nüjün Kartal is specialized in immersive technologies, productions and 3D audio recordings. Various projects from sports, music, film and other industries helped him gaining experiences in different fields. With the background of studies in sociology, philosophy and sound & music production he is working as a part of the MediaApes on immersive audio concepts and productions (headphone 3D and 3D speaker systems like Auralite3D). His aim is to give people the best possible experience without borders, so that they forget about technology.

Sebastian Gsuck is an entrepreneur and futurist specialized in immersive experiences and 3D audio.

As an audio engineer he worked in many different music studios and different areas which led him to the head of a commercial agency. He is a co-founder of the MediaApes GmbH (founded 2012) and is a co-publisher for BMG. He manages and produces different artists and works on 3D Audio concepts (Headphone 3D and 3D speaker systems like Auralite3D). It was always the key for him working in networks, this is why he is surrounded from a fluid agile circle of award winning producer and specialists. His passion is building new innovative business models and products in various industries. He also believes that combining different technologies and experts brings ideas to life.

15.30 Eyes & Ears New Talents 2020

Presenter

Marc Lepetit, Producer UFA Fiction, Potsdam



Augmented Participation

Paulina Porten, Creative Technologist and Interaction Designer, Graduate of HAW Hamburg



Imagine the city of our dreams comes true.

Augmented Reality enables us to make urban development experienceable for everyone, to bring our ideas to the streets and to discuss future urban spaces live. Let us take participation seriously and create the city of our dreams together.

15.45 Case Studies AUDIO

Hochspannung – Made by SAT.1

Reduction of audio for maximum high tension

Niels Müller, Creative Director SAT.1 Seven.One Entertainment Group, Unterföhring
Paul Taylor, Creative Director / Head of Audio Seven.One Entertainment Group, Unterföhring



One can only focus on something really well, if you leave something out in return. This can be done by reducing the audio of the story to the maximum. Creating pure suspense.



Niels Müller was Senior/Writer Producer Kabel Eins from July 2010 to Sep 2013. From Oct 2013 to Dec 2015 Head of Promotion SIXX. From Jan 2016 to Dec 2019 Head of Promotion SAT.1. since Jan 2020 Creative Director SAT.1.

With Immersion to empathy – "Mare Nostrum - The Nightmare" The VR experience

Nüjün Kartal, CINO & Immersive Producer MediaApes, Neustadt an der Weinstraße
Sebastian Gsuck, CEO|CVO & Immersive Futurist MediaApes, Neustadt an der Weinstraße



Immersive technology and storytelling helps get a better understanding of complex situations and feelings. In "Mare Nostrum – The Nightmare" You are by the side of a boy, witnessing his journey. Leaving his loving mum and home country behind - Dreaming about a better life.



Listen to how we thought the project through and how we put it together. Get inspired by how 3D audio extends the storytelling and emotional impact.

Nüjün Kartal is specialized in immersive technologies, productions and 3D audio recordings. Various projects from sports, music, film and other industries helped him gaining experiences in different fields. With the background of studies in sociology, philosophy and sound & music production he is working as a part of the MediaApes on immersive audio concepts and productions (headphone 3D and 3D speaker systems like Auralite3D). His aim is to give people the best possible experience without borders, so that they forget about technology.

Sebastian Gsuck is an entrepreneur and futurist specialized in immersive experiences and 3D audio.

As an audio engineer he worked in many different music studios and different areas which led him to the head of a commercial agency. He is a co-founder of the MediaApes GmbH (founded 2012) and is a co-publisher for BMG. He manages and produces different artists and works on 3D Audio concepts (Headphone 3D and 3D speaker systems like Auralite3D). It was always the key for him working in networks, this is why he is surrounded from a fluid agile circle of award winning producer and specialists. His passion is building new innovative business models and products in various industries. He also believes that combining different technologies and experts brings ideas to life.



Audio rebrand of DMAX

Development of unmistakable sonic design for DMAX

Marco-Paul de Jeu, Strategy Director / Partner CapeRock, Amsterdam

The sonic design of DMAX offers a modern, fresh and uncompromised sound that fits this brave channel perfectly. The electronic compositions form an interesting contrast with the guitar-like sound of the programs of DMAX and gives the brand an unmistakable sonic design. In this presentation we will give an insight in the process and creativity behind this sonic design.

CapeRock is the creative agency for broadcast design and media branding clients ambitions to life into exciting outcomes for all platforms. Our clients are companies, like: Talpa Network, Ziggo, RTL Deutschland, Deutsche Welle, ZDF, Nelonen Media, Insight TV. His personal background and expertise is in Marketing & Branding. After having graduated in Business Administration he started his career at Foot Locker Europe as Brand Manager Northern Europe. After Foot Locker he moved to MTV Benelux to become Marketing Director. It's at MTV where he learned the ins and outs of TV and media branding and design, and where he became interested in the development of media and entertainment brands. This experience has led to the start of his entrepreneurship in 2008.

17.15 International AUDIO-Panel

Moderated by Najima El Moussaoui

Niels Müller, Creative Director SAT.1 Seven.One Entertainment Group, Unterföhring
Paul Taylor, Creative Director / Head of Audio Seven.One Entertainment Group, Unterföhring
Nüjün Kartal, CINO & Immersive Producer MediaApes, Neustadt an der Weinstraße
Sebastian Gsuck, CEO|CVO & Immersive Futurist MediaApes, Neustadt an der Weinstraße
Marco-Paul de Jeu, Strategy Director / Partner CapeRock, Amsterdam

17.45 Fireside Chat



Norbert Grundei, Head of Audio Strategy / Head of Audiolab THINKAUDIO Norddeutscher Rundfunk, interviewed by Corinna Kamphausen

Norbert Grundei is head of audio strategy at NDR and heads the THINKRADIO audio lab at Norddeutscher Rundfunk. In his role at THINKRADIO, he is responsible for the agile development of new digital audio products and the young audio brand N-JOY. On his initiative, the "NDR Info Coronavirus Update" was created, which is considered the most successful podcast start in Germany and was streamed more than 60 million times in the first 6 months.

Norbert was a member of the team that developed "funk" - the young content network from ARD and ZDF. Since 2016 he has been one of two NDR commissioners for funk. The NDR has developed successful YouTube and social formats such as "Kliemannsland", "WUMMS" and "STRG-f" for "funk". Norbert holds a Master of Business Administration and developed a concept for innovation management in media companies during his studies.

He is a member of the Advisory Board of the Hamburg Media School's Digital Journalism Fellowship.

Norbert has received several awards for his work, including the "Grimme Online" Award, the "Georg von Holtzbrinck Science Journalism Award" and the "Deutscher Radiopreis" (German Radio Award).

18.15 Cutting Edge



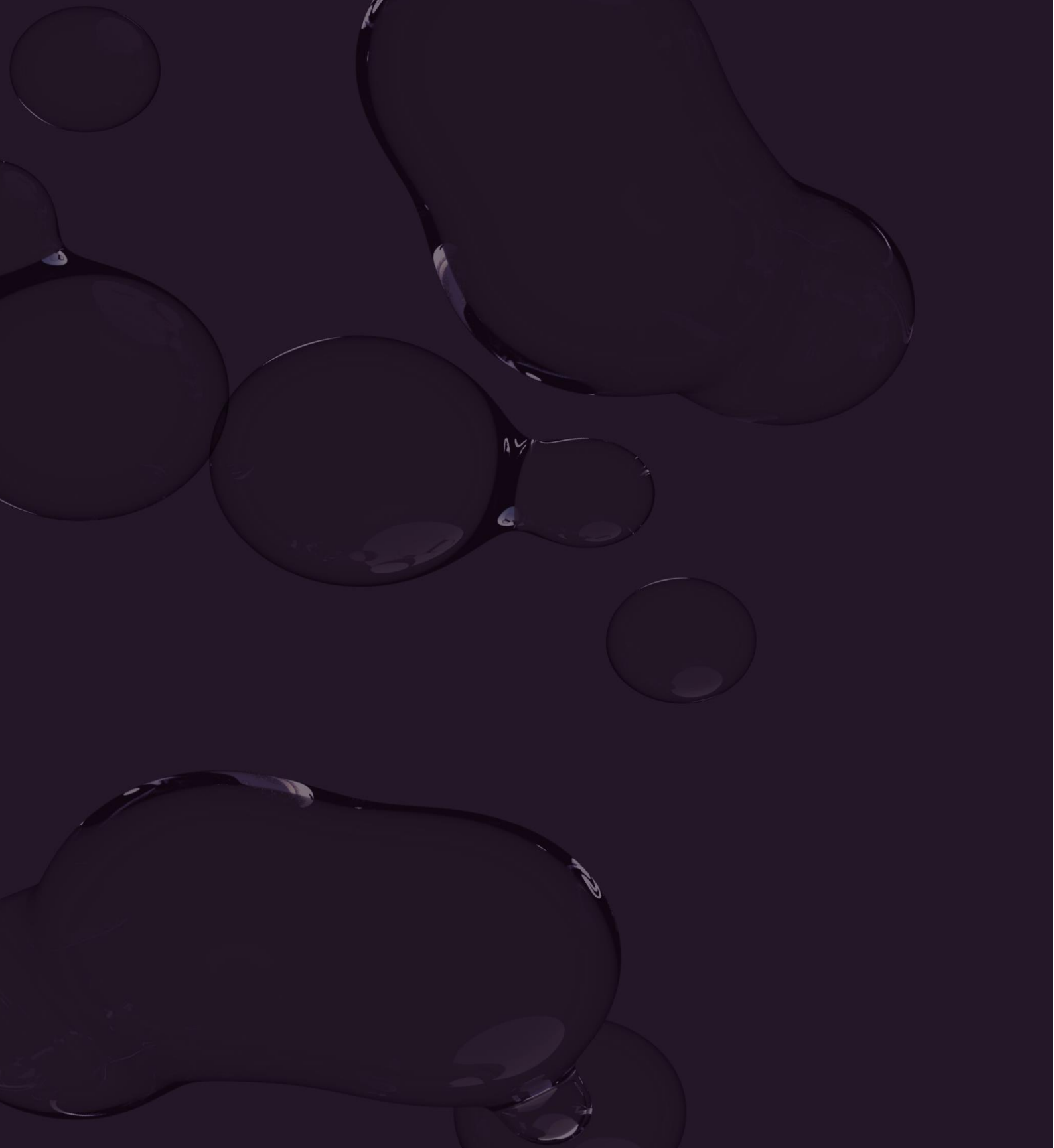
Barbara Simon, Creative Director & Brand Consultant, Munich

Join us for three individual and intense doses of inspiring creative work from around the world! Covering all types of brand communication and brand presentation, from still and moving or funny and dramatic advertisement, to fantastic design samples that may be either reduced and simple or visually complex and rich. From brilliant marketing stunts to a showcase of work in a year that's been challenging for everyone. Buckle up and enjoy the audiovisual ride.

Born 1962 in St. Louis/Missouri. From 1980 to 1984 she studied graphic design and from 1984 to 1986 she studied computer graphics at the Rochester Institute of Technology in New York. From 1990 to 1991 she worked in the graphics department of Tele 5 in Munich, responsible for all design and on-air promotion activities. From 1992 to 1996 Art Director at SZM Studios, manufacturing company and production company of ProSieben in Unterföhring, responsible for the graphic design of various stations such as ProSieben, kabel eins, DSF and H. O. T. From 1996 to 1997 Art Director for on-air and off-air promotion as well as design of the station and the programmes of kabel eins. From 1998 to 2000 head of on-air promotion at kabel eins. From April 2000 Art Director for Marketing at ProSieben Television. From 2001 to 2003, together with Imke Deigner, head of the marketing department at ProSieben Television. From June 2003 to March 2004 Creative Director ProSieben Television. From March 2004 to July 2005 Head of Creative Solutions ProSiebenSat. 1 Production, responsible for on-air promotion, on-air design, advertising and audio design. At the same time, Creative Director of the ProSiebenSat. 1 Media AG channels. From August 2005 to January 2007 Creative Director at NBC Universal Global Networks Germany. There she was responsible for marketing, on-air and off-air promotion and design of the German channels. Since then she has worked as a freelance creative director and brand consultant.

18.30 Evening Programme

Enjoy an exclusive concert streamed live, presented by Warner Chappell Production Music.



AWARDS DAY – THURSDAY, 26 NOVEMBER

14.00 Digital Get-together

At the digital get-together you can video-chat with your fellow attendees before the start of the official programme. Hang out with us and see new as well as familiar faces!

14.30 Live from XPERION, the Saturn e-Arena

Our programme comes live from the XPERION in Cologne where our Awards Moderator Wolfram Kons will announce the winners together with Corinna Kamphausen, CEO Eyes & Ears of Europe.

14.45 Voting Eyes & Ears New Talents 2020

15.35 Pre-Show Concert

Get in the mood for celebration with one of our exclusive concerts.

16.00 22nd International Eyes & Ears Awards-Show

- with the announcement of the winners of the Eyes & Ears Awards 2020
- with the announcement of the winner(s) of the Eyes & Ears New Talents 2020
- with the presentation of the Inspiration Award 2020

21.00 End of the Awards-Day



ESPORTS-DAY – FRIDAY, 27 NOVEMBER

11.00 Digital Get-together

At the digital get-together you can video-chat with your fellow attendees before the start of the official programme. Hang out with us and see new as well as familiar faces!

11.30 Live from XPERION, the Saturn e-Arena

Our programme comes live from the XPERION in Cologne where our Moderator will lead you through the topics of the day.

12.00 Media-Potential eSports

Our speakers will join us live to say hello and then present their projects. Afterwards they will answer questions from the chat.

Ralph-Edgar Bennewitz, Head of Marketing GamerLegion, Berlin

12.30 Show Match (requested)

eSports tournaments are just as exciting as regular sports. Watch our live eSports Match and see for yourself!

13.30 ESL - creating a world where everybody can be somebody

Christopher Flato, Director of PR ESL Global & Jugendschutzbeauftragter ESL Gaming, Köln

14.00 Digitisation of cycling

Joko Vogel, Co-CEO Cycling Unlimited AG, Grenchen

14.30 Small family business & largest gaming house in Europe

Vivien Mallant, General Managerin Unicorns of Love, Hamburg

15.00 eSports on TV: From national to international

Florian Backhaus, Senior Head of Media Rights & Business Development SPORT1, Ismaning

15.30 esports player foundation – enable talents to live their dreams and serve as role models

Evangelos Papathanassiou, Co-Founder esports player foundation, Berlin

16.00 A look behind the scenes of an eSports organisation

Nicolas Reber, CEO GamerLegion, Berlin

16.30 esports.com goes global: The gaming and eSports news portal on its way to an international breakthrough

Stefan Zant, Managing Director Seven.One Sports, Unterföhring

17.00 eSports-Panel

17.30 End of the EYES & EARS e-Edition 2020

ESPORTS-DAY – FRIDAY, 27 NOVEMBER

Presenter

Tom Bartels



12.00 Media-Potential eSports

Ralph-Edgar Bennewitz, Head of Marketing GamerLegion, Berlin

eSports and media - the unused potential target group of millions. What potential and opportunities does eSport offer today?



12.30 Show Match (requested)

13.30 ESL - creating a world where everybody can be somebody

Christopher Flato, Director of PR ESL Global & Jugendschutzbeauftragter ESL Gaming, Köln

ESL has been shaping the industry for more than 20 years. The world's largest eSports company with its headquarters in Cologne is leading esports and gaming innovation on a global scale across the most popular video games with numerous online and offline esports competitions and through premier gaming lifestyle festivals. The company operates high-profile, branded international leagues and tournaments, establishing a consistent path from zero to hero for everybody to participate. Experience an inside view of ESL's daily projects and witness how the company overcame challenges due to the Corona pandemic.

As Director of Public Relations, Christopher Flato is responsible for the global press and public relations of ESL, the world's largest eSports company. Born in Cologne, Flato studied linguistics and journalism at the University of Siegen and worked for four years in the sports editorial department of the Weser Kurier in Bremen. Through his connection with sport and his passion for gaming, he founded the first German Esport School Bonjwa in 2013 and designed the media coverage of the company, which today is one of the largest streaming networks in Germany. In the following years he strongly influenced the media presence at ESL - first in Germany and since 2018 internationally. Christopher has played a decisive role in shaping the company's press relations and currently heads the communications departments of all ESL locations from the Cologne headquarters. His primary areas of responsibility include working with journalists, crisis communication and the development of global communication strategies.



14.00 Digitisation of cycling

Joko Vogel, Co-CEO Cycling Unlimited AG, Grenchen

The Tour de Suisse, TORTOUR Ultracycling & Gravel, the Alpenbrevet and now also "The Digital Swiss 5", the world's first digital professional and amateur sports bike race, are united under the umbrella of Cycling Unlimited. With "The Digital Swiss 5" Cycling Unlimited organised the first edition in April. Preparation time 5 weeks. How was it possible to organise and finance such a project in the shortest possible time, to generate 700 million contacts worldwide and how was it possible to motivate practically all the top professionals to take part?

Bringing the biggest players in cycling in Switzerland together will give the opportunity to grow the sport and move it into the 21st century. Cycling Unlimited is in charge of organising the Tour de Suisse, TdS Challenge, Tortour Ultra Cycling, Tortour Gravel, Alpenbrevet, the world first digital cycling stage race for pro's and amateur's "Digital Swiss 5" and other cycling events and initiatives.



14.30 Small family business & largest gaming house in Europe

Vivien Mallant, General Managerin Unicorns of Love, Hamburg

Unicorns of Love is a family business founded by trainer Fabian "Sheepy" Mallant and run by CEO Jos Mallant and GM Vivien Mallant. They started in 2014 in League of Legends and have since developed into a multi-title gaming organisation.



15.00 eSports on TV: From national to international

Florian Backhaus, Senior Head of Media Rights & Business Development SPORT1, Ismaning

TV is many times considered to be a rather "old" medium and therefore unfit to cover eSports. With the launch of the first and only dedicated linear eSports offering "eSPORTS1" in Germany, Austria and Switzerland, SPORT1 has proven that there is indeed a market and a corresponding target group for such an offering on TV. In November 2020, SPORT1 took the next step in its eSports TV journey by launching its linear offering across multiple other territories across Europe. The presentation will give a brief overview of the product and the underlying strategy of this venture.

Florian started his career at SPORT1 in 2015 joining the Business Development & MA Unit. In 2016 he changed internally to the Media Rights Acquisition team, where he took part in media rights tenders of the German Bundesliga, the UEFA Europa League and many others. Starting in 2018, he focused more and more on the development of the Sport1 eSports project handling all media rights acquisitions in this field and steering the internal project management.



15.30 esports player foundation – enable talents to live their dreams and serve as role models

Evangelos Papathanassiou, Co-Founder esports player foundation, Berlin

Every society supports their elite performers and most promising talents – in science, literature, arts and sports. Up to now, such a support was missing in esports. The esports player foundation is a not for profit initiative backed by politics, society and game + esports industry that helps talents on their way to becoming world class players and also supports current esports pros to make the best of their career – but also succeed in life, for example by creating a second career after their esports time and mitigating against any later-life disadvantages from pursuing their passion. In return, these high performers serve as role models for millions of ambitious gamers, conveying a healthy lifestyle, nutrition, physical fitness and more success factors, bringing esports to the middle of society and helping to achieve the wide recognition that esports deserves.

Evangelos Papathanassiou has been around in the digital innovation, media and sports landscape for more than 25 years. After serving as Head of Innovation Strategy at Deutsche Telekom, he went into digital strategy consulting, working with the most renown TV stations and digital media outlets like ProSieben, RTL or Sport1. In sports, his clients included FIFA, UEFA, Bundesliga, Bayern Munich and Deutsche Sporthilfe. As a co-founder of the esports player foundation, his challenge is to bring in knowledge from traditional sports and media into the industry while being humble towards and constantly learning about the uniqueness and characteristics of the esports culture and industry.

16.00 A look behind the scenes of an eSports organisation

Nicolas Reber, CEO GamerLegion, Berlin

From coaching platform to international pioneering position. As the only independent German eSports organisation, the GamerLegion conquers the world of League of Legends, Age of Empires and Counter-Strike.

16.30 esports.com goes global: The gaming and eSports news portal on its way to an international breakthrough

Stefan Zant, Managing Director Seven.One Sports, Unterföhring

eSports is a phenomenon that transcends all borders. In recent years, organisers and leagues have become more and more professional, and social acceptance has increased significantly. With esports.com, Seven.One Sports, the sports business unit of the Seven.One Entertainment Group (100% subsidiary of ProSiebenSat.1), operates a gaming and esports news portal that is already very successful in German-speaking countries – not least due to a brand that speaks for itself. What opportunities does Seven.One Sports see in eSports? What are the next steps? And how should the international breakthrough be achieved?

Stefan Zant has been Managing Director at Seven.One Sports, Seven.One Entertainment Group's sports business unit since its foundation in April 2016. In his role, he is responsible for the strategic development through innovative growth topics as well as the performance optimization of Seven.One Sports with all its investments and the Digital Sports area. In addition, he manages the business of various investments and joint ventures of Seven.One Sports such as the sports event agency MMP Event GmbH, the Esports newsportal esports.com and the soccer network 90min.de.

Zant started at ProSiebenSat.1 Media SE back in April 2014 as Senior Vice President Group Strategy & Operations. The business graduate previously worked for seven years at The Boston Consulting Group. Until 2002, Stefan Zant was a professional sportsman and member of the German National Ski Freestyle Team. He then became the coach of the Junior National Ski Team Germany (Ski Freestyle).

17.00 eSports-Panel

Moderated by Tom Bartels

17.30 End of the EYES & EARS e-Edition 2020