



## Unleash your creAltivity – EYES & EARS 2024

**Our mission: Networking - Education - Awards & Entertainment ...**

...and to offer a platform for the creative forces in audiovisual communication in the media industry that connects, inspires, educates and honours outstanding work.

The media and digital industry is in a state of upheaval. AI is flooding all areas of work and transforming our workflows and job profiles.

In our EYES & EARS Conference 2024, we want to examine the influences and challenges of artificial intelligence in our fields of work. Designers, promo producers and marketing managers, and perhaps soon prompt writers in short: the creative makers of moving images need to be informed, learn the best applications and use them sensibly.

09.00 h            **Opening**

### **MASTERCLASSES CLUB Room**

09.30 - 11.00 h            **Editing-Workflow next level: KI-Innovationen in Premiere Pro (in German language)**

Wolfgang A. Heß, Adobe Certified Instructor, Munich

Matthias Schulze, Adobe Principal Solutions Consultant Adobe, Munich

*Wolfgang Heß (Adobe Certified Instructor) und Matthias Schulze (Adobe Principal Solutions Consultant), zeigen Dir in einem praxisorientierten Workshop, wie unsere neuen KI-basierten Funktionen in Photoshop und Premiere Pro Deine Schnitt-Workflows für jedes Format optimieren können. Mit "Text-basiertem Editing" oder "Enhance Speech" verbringst Du weniger Zeit mit mühsamen und zeitaufwändigen Aufgaben und konzentrierst Dich auf die kreative Arbeit, die zählt.*

*Nimm an unserem 1,5-stündigen Workshop teil, bei dem Wolfgang Dich durch die Workflows und Best Practices führt. Laptops und Kursmaterial werden bereitgestellt. Begrenzte Teilnehmerzahl: 15 Personen.*

11.15 – 12.15 h            **Der KI Hype ist vorbei! (in German language)**

Michael Zschiesche, KI-Experte & Geschäftsführer Klimek Schneider, Köln

*Fast genau zwei Jahre nach der Veröffentlichung von ChatGPT ist der Anfangs-Hype um die KI spürbar abgekühlt. Vielerorts macht sich Ernüchterung breit. E-Mails formulieren, Bilder generieren und Sprache reproduzieren.... Schnee von gestern. Der nächste Hype heißt „Automatisierung mit der KI“. Wer jetzt beginnt, seine Prozesse mit Unterstützung von KI zu automatisieren, wird einen echten Vorsprung gegenüber dem Wettbewerb haben. Diese Masterclass gibt einen Einblick in die Welt der KI-unterstützten Workflows.*

from 12.15 h            Speed Dating with Start Up's

### **CONFERENCE ARRI Room**

**Presenter: Prof. Michael Schwertel, CBS International Business School, Cologne**

13.00 h **Greeting**

Zeljko Karajica, Chairman Eyes & Ears of Europe, Unterföhring

13.15 h **The AI Revolution in Media: Promise vs. Practice**

Marie Kilg, Chief AI Officer Deutsche Welle, Berlin

*AI is reshaping the media landscape, but separating reality from hype can be challenging. This keynote explores the true potential of AI in creative processes, debunks common myths, and provides insights into what the creative industry can realistically expect in the coming year. How is the AI revolution changing the value of creative data? What separates a powerful AI tool from a talking horse? And how can you best critically evaluate AI's capabilities and limitations for your business?*

13.45 h **Greeting & Results KI Survey**

Corinna Kamphausen, CEO Eyes & Ears of Europe, Cologne

14.00 h Networking Break

### **CONFERENCE ARRI Room**

**Presenter: Prof. Michael Schwertel, CBS International Business School, Cologne**

14.15 h **Breaking new creative ground with Adobe AI**

Matthias Schulze, Adobe Principal Solutions Consultant & Samantha Bacon, Strategic Development Manager, both Adobe, Munich

*Vom Bild zum Video, von manuell zu automatisiert. Zahllose Möglichkeiten.*

14.35 h **Trotzreaktion: KI und Recht. (in German language)**

Matthias Hornschuh, Komponist / Sprecher der Initiative Urheberrecht, Köln

*Nie zuvor hat eine Technologie in einer solchen Geschwindigkeit die Lebensgrundlagen hoch spezialisierter Berufsgruppen in solchem Umfang infrage gestellt wie Generative KI es derzeit mit den Kulturbereufen tut. Die Rede ist von Diebstahl und Enteignung, von Substitution und „AI Art“. Es scheint, als gebe es zwischen Angst und Euphorie wenig Raum für Zwischentöne. Der Vortrag blickt auf die rechtlichen Rahmenbedingungen für die Arbeit mit (und trotz) generativer KI.*

14.55 h **EYES & EARS NEW TALENTS 2024 powered by BDA CREATIVE**

**Presenter: Marc Lepetit, Managing Director UFA Documentary, Potsdam**

#### **Metamorphosis**

Luca Bass, Zurich University of the Arts, Departement Design, Program Cast/  
Audiovisual Media

*"Back during my medical studies, I volunteered in the Oncology department of the university hospital Zurich and worked with very young patients. Their stories touched me deeply, especially the contrast between their youth and the early confrontation with their own mortality. At the same time, I noticed how their illness is still stigmatized in our society and how young people in particular, often face difficulties within their peer groups. In my final thesis at ZHdK, I wanted to find a way to give young patients a platform to share their stories without prejudice."*

## **LOUD - Legal equality in Germany through Elisabeth Selbert**

Maja Litzke & Jelena Sturm, Münster School of Design / FH Münster

*To mark the 75th anniversary of the Basic Law, the animated film "Loud" portrays Elisabeth Selbert, whose remarkable efforts resulted in the inclusion of Article 3, Paragraph 2 of the Basic Law, which determined equal rights for men and women. Despite the traditional gender roles of her time, Elisabeth pursued her education, studied law, and actively advocated for women's rights in politics while raising two children. Facing opposition in the Parliamentary Council, it took all of her unfaltering perseverance and determination, to establish the law "Men and women have equal rights" in the Constitution of 1949. The animation shows her pioneering biography and urges the audience to be 'loud' and continue to fight for these goals.*

## **Spitfire - Raging Together**

Jessica Baumgartner & Tabea Feuz, Zurich University of the Arts, Departement Design, Program Cast/ Audiovisual Media

*"Spitfire – Raging Together" is a short documentary that explores the challenges of being a female in the Metalcore and Hardcore scene. This scene portrait features three personal voices: a singer who shapes the audience from the stage, a merch designer who infuses her trans and queer identity into the scene and bands, and a guitarist who has found her place in the scene as a safe space to release her energy. The film spans four countries and showcases eleven voices in total, including attendees, musicians, and artists.*

## **EUROPEAN CASE STUDIES CLUB Room**

**Presenter: Steve Brouwers, Creative Director Brandlove, Antwerpen**

### **14.15 h "Da schau hör! Textbasierter Trailerschnitt" — "There you hear! Text-based trailer editing"**

Martin Härtleln, Head of Creation ProSiebenSat.1 PULS 4, Vienna &  
Tim Conrad, Creative Conceptor Mehappy Vienna

*Martin Härtleln, Head of Creation and Tim Conrad, Creative Conceptor, show how they want to revolutionise how they want to revolutionise trailer design at ProSiebenSat.1 PULS 4. With self-developed tools based on Chat-GPT, they have started to create trailers for the Austrian for the Austrian programme 'Bauer sucht Frau'. The result: up to up to a third less time - and the quality is still right. Sounds like magic? Almost! In the presentation, they explain how the whole thing works, how they are try to further develop their tool called iCAT and what stumbling blocks that AI brings with it. Spoiler: The trick is to listen carefully!*

### **14.35 h From Secret HQ to Spotlight: Our Paris 2024 journey**

Emmanuelle Lacaze, President of Gédéon, Paris

*Join us for an engaging behind-the-scenes look at our collaboration with Paris 2024 over the past 4 years! From working in total secrecy huddled in a tiny room for the unveiling of the emblem to our collaboration with Thomas Jolly for the grand Opening Ceremony, we'll share how our specialized skills of TV designers are now catching the attention of brands beyond the media sector – an exciting evolution perfectly illustrated by our work on Paris 2024.*

### **14.55 h The TV News "HYPERCUBE" and how smart design can solve it**

Andy Bryant, Managing Director Red Bee Creative, London

*Working over the last year with News broadcasters across three continents, we have learned that they are all facing the same challenges in reaching audiences who are now consuming news 24/7 on digital platforms and devices. A news brand with its roots in linear TV now needs to adapt to work effectively across 5 dimensions. Innovative graphic design can help to make sense of this "hypercube".*

*This session will draw on Red Bee's recent work on a multi-platform re-brand of ABC News in Australia to illustrate the application of practical design solutions to solve the challenges.*

15.15 h Networking Break

## **CONFERENCE ARRI Room**

**Presenter: Prof. Michael Schwertel, CBS International Business School, Cologne**

15.30 h **EYES & EARS Cutting Edge 2024**

Barbara Simon, Marketing & PR Director Let's Step Forward, Munich

*In this jam-packed session, you will be presented fantastic creative work from around the globe: from compelling storytelling, brilliant marketing stunts, PSAs, and case studies, to taking a look at how creatives and brands are utilizing AI. A fun and informative ride through the world of brand communication that will most certainly leave you inspired.*

16.15 h **Countdown to the Awards im Foyer (Food & Drinks)**

## **AWARDS SHOW ASTOR Hall**

18.00 h Opening

18.30 h **Eyes & Ears Awards-Show 2024**

**Presenter: Amiaz Habtu, Cologne**

21.30 h **After Show Party in Bar & Foyer**

## **DESIGNPARTNER**

UMBRUCH kommunikation design

## **EVENTPARTNER**

Adobe, ASTOR Film Lounge im ARRI München, ZDF, BR Fernsehen, Universal Production Music, BMG Production Music, Seven.One Entertainment Group, BDA Creative, Kompetenzteam Kultur- und Kreativwirtschaft der Landeshauptstadt München, KölnBusiness Wirtschaftsförderungs-GmbH, vbw - Association of Bavarian Business, RTL Deutschland, Thomas Friebe Akademie, Hessischer Rundfunk, Golden Claim, Granturbo

## **MEDIAPARTNER**

Clap