

The Great UFA Show Summit 2016

On the Future of Entertainment

A Seminar Hosted by UFA SHOW & FACTUAL GmbH and HMR International GmbH & Co. KG

Thursday, November 17th, 2016, 10.00 – 17.00 hrs
KOMED, Im Mediapark 7, 50670 Cologne

Shiny-Floor or the much-noted comeback of game shows: entertainment is still the most successful genre across media. But what is entertainment at its core, what is its value and its function in society? In Germany in particular, it is held in disregard in contrast to genres such as series or other fictional forms. What is behind that bad reputation? This event will thoroughly examine these issues and explore the great challenges for entertainment in media in these times of all-encompassing digitalization.

Host: **Wolfgang Trepper**, Comedian & Cabaret Artist, Hamburg

10.00 hrs, Welcome

10.15 – 10.45 hrs, Stand Up

The Great Show Summit – Brought to You by Wolfgang Trepper
Wolfgang Trepper, Comedian & Cabaret Artist, Hamburg

10.45 – 11.15 hrs, Keynote

The Power of Entertainment. On the Impact of the Genre in Germany
Hans Hoff, Journalist, Nideggen

11.15 – 11.45 hrs, Keynote

Diversity Counts! How to Create Globally Successful Entertainment
Çağla Menderes, Sales Director Europe, Global Agency, Istanbul

11.45 – 12.15 hrs, Coffee break

12.15 – 13.00 hrs, Keynote

Make It Intelligent But Fun!
Stephen Clarke, Writer, Paris

13.00 – 14.00 hrs, Lunch break

Host: **Sebastian Deyle**, Actor, Singer & Moderator, Hamburg

14.00 – 14.45 hrs, Keynote

The Rules Of Entertainment – How To Produce Powerful Content For An On-Demand Generation
Kirsty Hunter, Digital Commercial Director, FremantleMedia Worldwide, London

14.45 – 15.30 hrs, Keynote

And What If Entertainment Soon Only Means Games?
Stefan Kreutzer, Business Development Manager, remote control productions, Munich

15.30 – 16.00 hrs, Coffee break

16.00 – 17.00 hrs, Closing panel

Back to the Future? Looking for Entertainment 2020
Ute Biernat, CEO, UFA SHOW & FACTUAL, Cologne
Lisa Gotto, Professor, ifs international film school cologne, Cologne
Kai Blasberg, CEO, Tele 5, Grünwald
Dominik Porschen, YouTube-Star & Moderator, Filmounge, Cologne



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