

## The Great Content Marketing Summit 2017

Moving Image Content for the Digital Age

A Workshop Event by the City of Cologne, MMC Studios Cologne and HMR International

**Wednesday, 18 January 2017, 10.00 – 17.00 hrs**  
**Foyer Nord at MMC Studios Cologne, Am Coloneum 1, 50829 Cologne**

As radical changes continue to transform the media industry, traditional enterprises are faced with great challenges. Linear media content is converging with on-demand services such as media libraries and VOD, cross-media and multimedia add-ons, games, or digital applications like apps for mobile devices. This has a substantial impact on content, storytelling, patterns of media use, brand experiences, and business models.

With their discussions of the underlying principles of this most crucial issue for the media and digital industry, the successful content Marketing Summits in January and June of 2016 have laid the groundwork for this new event. We will now present real-life best practice cases, and will examine what transmedia formats have to look like and how they have to be designed and produced in order to succeed. What legal implications are to be expected, what is the perfect mix of media and concept, how sizable are the media budgets that must be invested? In addition, this workshop event will be an opportunity for networking and for working out various approaches for new cooperations between relevant sub-sectors of the industry.

Host: **Jochen Voß**, Crossmedia Producer, Prime Productions, Cologne

10.00 – 10.15 hrs, Welcome

**Roland Berger**, Head of Media and Internet Department, City of Cologne  
**Philip Borbély**, Managing Director, MMC Studios Cologne

10.15 – 11.00 hrs, Introduction

**Content Marketing. Clever Content Builds Great Brands**

**Justin Kirby**, VP Strategic Content Marketing, Tenthwave & Curator, Best of Branded Content Marketing (BOBCM), London

11.00 – 11.45 hrs, Keynote

**Video Killed the Radio Star. Digital Video Content Marketing**  
**Jens Kemper**, CEO, make/c, Cologne

11.45 – 12.15 hrs, Coffee Break powered by runge.tv

12.15 – 13.00 hrs, Keynote

**Deutsche Telekom. The World's Largest Communications Department**  
**Lena Raschke**, Senior PR Manager, Deutsche Telekom, Bonn

13.00 – 14.00 hrs, Lunch Break

14.00 – 14.30 hrs, Case Study

**More than TV. Brand Staging Beyond Commercial Breaks**

**Axel Kühn**, Managing Director, Tresor Television, Unterföhring

14.30 – 15.00 hrs, Case Study

**The Work. The Work. The Work. Successful Brand Communication throughout all Media**

**Patrick Holtkamp**, Managing Director, BBDO & Proximity Worldwide, Dusseldorf

15.00 – 15.30 hrs, Case Study

**Level Up your Content Marketing. How Playing engages your Customers**

**Stefan Kreutzer**, Business Development Manager, remote control productions, Munich

15.30 – 16.00 hrs, Coffee Break powered by runge.tv

16.00 – 17.00 hrs, Closing Panel

**And What's Happening Here? Brand Quality Entertainment in Germany**

**Elisabeth Noltenius, LL.M.**, Lawyer, SKW Schwarz Rechtsanwälte, Munich

**Arne Ludwig**, Chairman, EDFVR & Chief Sales Officer, headtrip, Cologne

**Thomas Spiller**, Head of Brand Solutions & Head of Commercial, Endemol Shine beyond Deutschland, Köln

**Christoph Urban**, Managing Director, Magine Germany, Brand and PR, Magine TV, Berlin