

Future Zone Summit. Storytelling in the Digital Age

Achieving special and immersive audience experiences through Transmedia Storytelling

A joint workshop event of Mediennetzwerk.NRW, CREATIVE.NRW, the City of Cologne and HMR International, in cooperation with Mediengründerzentrum NRW, ifs internationale filmschule köln, Transmedia NRW and SAE Institute, in media cooperation with WIRED

Wednesday, May 31st, 2017, 10.00 – 17.00 hrs

Camphausen-Saal, IHK Cologne, Unter Sachsenhausen 10-26, 50667 Cologne

The radical changes in the media industry brought on by the increasing digitization and the accompanying creative immersive technologies pose a great challenge for traditional content creators. Linear content merges with on-demand services like media centers and VoD, cross-media and multi-media expansions and digital application like games or apps – with massive impacts on content, storytelling, user behavior, brand recognition and business models. This workshop event's goal is to discuss the ground rules and methods for successful storytelling in a transmedia context. Furthermore it aims at demonstrating the possibilities of merging the potentials of traditional and digital media, thus creating new pervasive and immersive experiences, which takes into account the personality of each audience member and can show how closely storytelling and creative technology are interlinked.

Additionally all participants are invited to gain their own experience with the new digital technologies and application like Virtual Reality in the Future Lounge.

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

10.00 – 10.15 hrs, Welcome

10.15 – 11.00 hrs, Keynote

The Crossing of Film, VR, Storytelling, Tech, Design & Audio

Arnaud Colinart, Producer & Creative Director, AGAT Films/EX NIHILO, Paris

11.00 – 11.45 hrs, Case Study

SuperServing. How to Be an Audience Business

Paul Bennun, Chief Creative Officer, Somethin' Else, London*

11.45 – 12.15 hrs, Coffee Break

12.15 – 13.00 hrs, Case Study

What Is Perceptive Media and How to Take Creative Advantage Now...

Ian Forrester, Senior Firestarter Producer, BBC, Manchester

13.00 – 14.00 hrs, Lunch Break

14.00 – 14.45 hrs, Keynote

A Guidance. How to Expand Storyline Universes Across Platforms Simultaneously or Gradually

Jeff Gomez, President & Chief Executive Officer, Starlight Runner Entertainment, New York



14.45 – 15.30 hrs, Pitch Session

What's happening here? Let's Pitch!

Project Forgotten City

Jimena Aguilar, Author & Journalist, ifs internationale filmschule köln, Cologne

Project Undercroft

Marsha Courneya, Author & Researcher, ifs internationale filmschule köln, Cologne

Project Berlin/Seoul Song

Su-Jin Song, Creative Producer & Director, Cologne Game Lab

15.30 – 16.00 hrs, Coffee Break

16.00 – 17.00 hrs, Closing Panel

What's happening here? Regional Transmedia Storytelling

Philipp Käbbohrer, CEO, btf, Cologne*

Michael Kollatschny, CEO, Endemol Shine Beyond, Cologne

Tobias Schiwiek, CEO, UFA LAB, Cologne/Berlin

Daniel Wagner, CEO & Creative Director, Monokel, Cologne

et al.

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