

## enough is not enough

### OPPORTUNITIES TOGETHER

The Way to New European Creative Excellence

April 12<sup>th</sup> and 13<sup>th</sup> 2005

**Vienna** Exhibition and ConferenceCenter  
1021 Vienna, Messeplatz 1



PUBLICA NEU 2005

VIE Vienna International Airport

DAS PLAKAT

## „The Gunn Report“



After the pre-presentation at the Golden Drum Festival 2004 and the presentation in London and in Germany we succeeded in bringing the Gunn Report to Vienna, too. The presentation of the Gunn Report at the PUBLICA05 - Marketing Arena is an event of



Introduced by presidents of Austrian advertising associations, Donald Gunn will guide through the world of advertising awards for 90 minutes – the “Gunn Report” – showing uniquely what makes the difference to top-quality in advertising.

### „Do Award-Winning Commercials Sell?“

**Donald Gunn** will present the Gunn Report, its structure, the do's and don'ts of creativity, and the winners of the “creative excellence” in a varying show, in which the audience can also give their votes and subsequently get to know why certain decisions were taken and where the crux of top-level creativity is to be found.

The Gunn Report is the “most important” report in the advertising industry. It is created annually of the analyses of all relevant advertising awards (national, regional and global).

“Who has made it into the Gunn Report, has made it”, James Best, President of EACA, affirms.

### Monday, April 11, 2005

Exklusives Spezialseminar und Workshop für TOP-Kreative und jene die am Weg dorthin sind:

**Ralf Langwost**

### “How to Catch the Big Idea“

Das weltweit erfolgreiche Seminar mit den Strategien der TOP-Kreativen erstmals in Wien: “Managen Sie Ideen, wie die Top-Kreativen: schnell, diszipliniert und entspannt!”

Großartige Ideen sind kein Zufall, sondern das Ergebnis einer effektiv-kreativen Arbeitsweise und eines kompromisslosen Anspruchs. Dies belegen weltweit die **Denk- und Arbeitsstrategien von 77 internationalen Top-Kreativen**. Jeder, der ihre Erfolgsfaktoren für die eigene Arbeit nutzt, kommt deshalb schneller, zielgerichteter und spielerischer zu neuen überraschenden Lösungen und auf Ideen, die im Markt wirken. **Info: [www.euroforum.cc](http://www.euroforum.cc) > big idea - Buchung: [www.ideamanagement.com](http://www.ideamanagement.com) - Tagesseminar - veranstaltet von IdeaManagement - inklusive Buch - Sprache: deutsch**

Europe, as the world's largest economic union, has found the base of its success in its independent creativity and communication.

Where can we find European creativity and European excellence? Which ways will the new European communication and advertising industry take? Where are new opportunities to benefit from European excellence with esprit and ideas and, at the same time, to become an element of these top-performances? Get the information - realize your opportunities @ euroforum:communication 2005!



Mag. Michael Himmer  
President of the Institute of Advertising of the Federal Economic Chamber Vienna



KR Karl Javurek  
Vice-President of the Institute of Advertising of the Federal Economic Chamber Vienna



Konrad Maric  
European Representative of Professional Association of Advertising Industry and Market Communication, Austrian Federal Economic Chamber, Founder of euroforum:communication.

### Organisation & Information

Conference language: English

Participation at the congress requires online-registration: The participation fee could be minimized again due to the support of the Institute of Advertising Industry and Market Communication of the Federal Economic Chamber Vienna: € 20,- (Students with valid ID card € 10,-) – including coffee breaks, lunch, chill out, and admission fee for PUBLICA05 and “Alles für den Gast”.

Registration: [www.euroforum.cc](http://www.euroforum.cc)

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Press Relations & Contentmanagement



Mag. Gabrijela Vukovic  
International Relations  
English, French, Russian, Croatian, Serbian, Bosnian



### Partner Festivals of euroforum:communication 2005:

- Cannes Lions
- Euro EFFIE
- Golden Drum
- Golden Award Montreux
- Festo (Croatia)
- No Limit Sarajevo (Bosnia and Hercegovina)
- Novi Sad (Serbia and Montenegro)
- Kiev International Advertising Festival (Ukraine)

### Partner of euroforum:communication



STRATH CLUB AUSTRIA



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## New European Creative Excellence

**More creative? More efficient? More independent?** What brands the uniqueness and the future success of European advertisers and creatives? For that the euroforum: communication 2005 rivets on various festivals in Eastern and Western Europe. Numerous top-level speakers will focus these questions and give suggestions on "best practice" to interested guests.

## The Congress Day

The congress euroforum:communication 2005 takes place in parallel to the advertising and communication exhibition Publica05.

Location: Vienna Exhibition and Conference Centre, 1020 Vienna, Messeplatz 1

## The congress is divided thematically in 4 blocks:

- two lecture sessions dealing with „European Trends and Trendsetters“ (morning) and „Opportunities Together: Next Step to New Europe“ with news from new markets (afternoon)
- the summit panels- at lunch time and
- in the evening the festival presentations with special keynotes, a lot of spots and creative chill out atmosphere

**Moderation:** Herbert Mayrhofer  
viennaspeakers.com

## „European Trends and Trendsetter“

- 9.30** Welcome  
**Mag. Michael Himmer**  
President of "Advertising and Market Communication" Section of the Federal Economic Chamber of Vienna, CEO Grey Austria
- Opening Speech:  
**Dominic Lyle**  
Director General of EACA, Director General and Representative of Euro Effies  
**„European Way of Excellent Agencies“**

- 10.00** Where is Europe going? New ideas, new opportunities, creativity and efficiency are the key issues in the speeches. >>>



**„Disrupting Conventions for a Brighter Future“**  
**Nick Baum**  
President of TBWA\Western & Southern Europe,  
Chairman of the EACA Euro Effie's Jury 2004  
Keynote



**„The New Creative Revolution“**  
**Amir Kassaei**  
Chief Creative Officer DDB Group Germany  
Keynote



**„Winning with Heart“**  
**Nastja Mulej**, "Idea Thinker"  
New Moment Ljubljana, Piran Academy



**„How to Catch the Big Idea - Strategies of Top Creatives“**  
**Ralf Langwost**  
Founder of IdeaManagement

**12.30** LUNCH SESSION

## THE MARKETCOMMUNICATION-SUMMIT

## New Europe - New Business in Turbulent Times

Panel discussion at >> PUBLICA05 - Marketing Arena in German language.

Where is the communication industry in New Europe going? What is the new creativity? What are the new strategies? What is the engine to communicative success? Enough is not enough: what is the added value making a communication performance excellent? A top-class discussion of opinion-leaders experienced in east-west marketing, who show practitioners and those who want to start for New Europe the Do's and Don'ts in turbulent times. Are great ideas and excellent creativity the right methods of resolution in an environment marked by huge changes in advertising?



- **Mag. Günter Thumser**,  
President Henkel CEE



- **Ralph Preclik**,  
Chief Product Officer SkyEurope



- **Mariusz Jan Demner**,  
Demner, Merlicek & Bergmann

- **Hans Mahr**,  
Executive Coordinator for Group Synergies,  
RTL Group, (requested)

## „The European Way of Better Communication: Opportunities Together“

- 14.00** Keynote  
**„Europe's Enlargement - Oxygen for the Brains“**  
**Dr. Michel Friedman**  
Media expert, anchor man and politician



## „European Kaleidoscope - Next Steps“

The staged journey into the advertising world of Eastern Europe proved very popular last year and once again will permit fascinating insights into advertising of countries which we normally don't hear a lot from yet or which are even ignored in our industry. This year on stage:  
**Ukraine, Croatia, Bosnia, Bulgaria, Serbia.**



- Welcome by  
**KR Karl Javurek**, President "Das Plakat"



- Ukraine: **Maxim Lazebnik**  
DG Ukrainian Advertising Association  
**„The Best Ukrainian TV Commercials in the 21st Century“**



- Bosnia: **Asja Dupanovic**  
New Moment New Ideas Company,  
President Sarajevo Advertising Festival,  
**„Ideas (against all odds)“**



- Serbia: **Vladimir Čeh**  
Creative Director Pristop Belgrade  
**„Beauty is in the Eye of the Beholder or Can Small Countries Create Great Brands?“**



- Croatia: **Tonka Lujanac**  
Bruketa & Zinic Zagreb,  
Member of Jury "Festo" (Croatian AdAward)  
**„Trends in Croatian Advertising“**



- Bulgaria: **Christo Kaftandjiev, Ph.D.**  
Professor for market communication,  
University of Sofia  
**„Creative Excellence in Bulgaria“**

The speakers are at your disposal for questions and contacts to their country after the session and during the Chill Out.

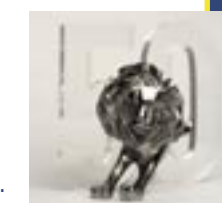
## Creative Excellence - the Festivals of Europe Decades of European Excellence

**18.00** >> at PUBLICA05 - Marketing Arena.

Introduction to the 2005 partner – festivals  
Presented at the Marketing Arena  
Supported by euroforum:communication,  
Austrian Chamber of Commerce/ Section  
Advertising and market communication and  
ORF-Enterprise



With a keynote of  
**Terry Savage**,  
**CEO of the Cannes Festival**,  
presenting countries  
**„On the Way to New European Excellence“**,  
the evening promises the peak  
of award-winning creativity.  
Together with the  
ORF-Enterprise European  
top-performance will be  
presented to advertising people.



Contributions of  
**Harald Betke**,  
**President of the Montreux-Festival**,  
and



**Jure Apih and Meta Dobnikar**  
**„Golden Drum“**, - the festival of New Europe in  
Portoroz - will follow.



Afterwards they say: "Let's start the battle of the ads": Following the thought of a common Europe, the partner festivals Cannes Lions, Golden Drum Portoroz and Golden Award Montreux will be presented under one umbrella for the first time. The oldest and most recent winners will be to show up: A journey through creativity of decades.



Where else can you see so many festivals at one go? 10 years Golden Drum and 52 years Cannes: euroforum:communication, the Austrian Chamber of Commerce/ Section Advertising and market communication and ORF-Enterprise proudly present the first and latest exhibitions from Cannes and Portoroz.

Within this scope, the winners of the **Cannes Young Creatives** will be awarded.



Afterwards:  
**„Final Cut - European Communicators Chill Out“** with a lot of commercials ...