

A close-up photograph of a vintage film reel and a clapperboard. The film reel is made of metal and has several circular frames. A strip of film is partially unspooled from the reel. The clapperboard is black with white diagonal stripes and the word 'CUT' is visible on the top bar. The background is a light-colored, weathered wooden surface.

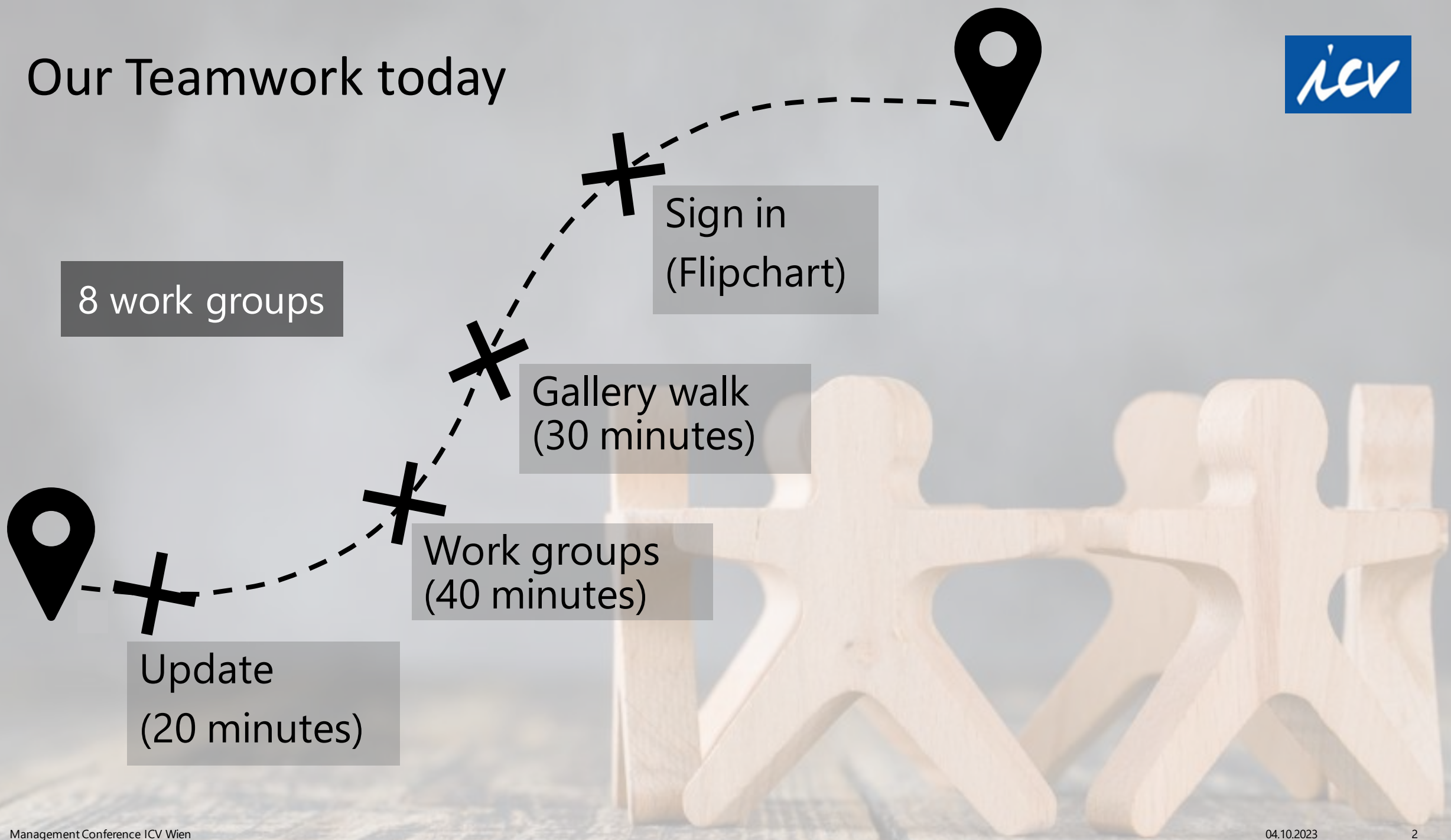
# Brand ICV – Image Film

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Management Conference ICV Wien

30th September 2023

# Our Teamwork today



8 work groups

Sign in  
(Flipchart)

Gallery walk  
(30 minutes)

Work groups  
(40 minutes)

Update  
(20 minutes)



# What do you expect from an attractive image film from the ICV?



QR-Code for  
Mentimeter



# What we plan to do



- Several small films
- Max. 30 seconds
- Continuous story (series) with a main focus
- Start with 1-2 films, then gradually expand over the years



# Project Plan for the image film





Wir sind DATEV. Und wir wollen Dich!  
DATEV image film



<https://www.youtube.com/watch?v=J4jm8Ug9nEQ>



# Workshop – Image Film Teamwork



# Target setting

Gathering ideas from the ICV Management Community for the talks with the advertising agency

- Be creative
- Think Controlling completely differently
- Help us generate Input for the image film



# Our workgroups for today (6 persons per group)



1

2



Emotions



# Works-Group Emoti<sup>1</sup>2

1. Create emotional adjectives
2. Find a storyline, for example: connect adjective with verb
3. Describe ICV experiences for each adjective



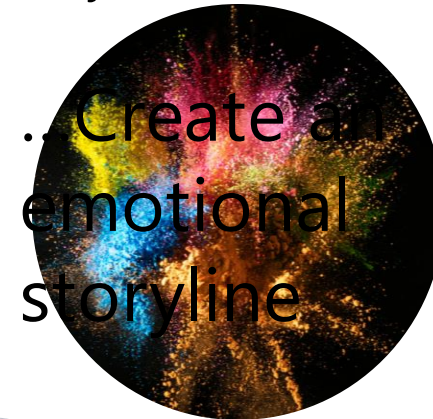
Innovative



Funny



Emotional



.. Create an emotional storyline

Inspiring



Appealing



Rousing

# Works-Group Emotions

1

2



...international



...competent



...connected



...the network

...Create an emotional storyline

Feel...



# Works-Group Emotions

1

2



# Our workgroups for today (6 persons per group)



3

4



Personalities outside  
the ICV speak...



# Work Group

3

4



## Personalities outside the ICV speak...



1. Make a list of different persons (name, genre) such as comedians, TV speakers, influencers, local people that could represent ICV from an outside perspective

2. Create a storyline
  - by viewing ICV from outside-in
  - by focusing on moments that are funny, creative, innovative, outside the box

# Work Group

3

4

## Personalities outside the ICV speak...



Names and genres:  
Lutz van der Horst, comedian,  
TV-personality

Storyline:

Lutz van der Horst produces a videoclip of how he understands New Work. The event took place at the Xing New Work Conference (HR) at the Elbphilharmonie in Hamburg



[LutzVanDerHorstClip.mp4 \(sharepoint.com\)](#)

Work Group

3

4

Personalities outside the ICV speak...



Storyline:

Names and genres:



# Our workgroups for today (6 persons per group)



5

6



We (ICV) are proud  
of...

# Work Group

5

6

We (ICV) are proud of...

1. Create Controlling statements / stories from different perspectives
2. What would a CEO, CFO, community members say or tell about controlling
3. Connect statements and positions
4. If you know somebody who is willing to be interviewed, note the name



# Work Group 5 6

## We (ICV) are proud of...

### Statements / stories

**“For us as a company, controlling is the compass that navigates us in the midst of the business world.** It helps us keep an eye on our financial health and our strategic goals so that we can move forward with confidence and agility. It is the key that enables us ‘To make smart decisions and base our success on solid facts.’”



Positions:

CEO, Autor unbekannt



# Work Group 5 6

## We (ICV) are proud of...

### Statements / stories

**“For me as CFO, controlling is like the heartbeat of the company.** It pulsates through every financial indicator and ensures that our company remains healthy and stable. It is our job to ensure that our financial resources are used efficiently and that we monitor financial health at all times to make informed decisions and ensure long-term success.”



Positions:

CFO, Autor unbekannt

# Work Group 5 6

We (ICV) are proud of...

Statements / stories:



Positions:

# Our workgroups for today (6 persons per group)



7

8



Film ideas



# Work Group Film ideas

7

8

1. Find films or filmsequences that could be connected with controlling, E.g. „42“ film clip, Star wars, Star trek
2. Define controlling tasks or tools, E.g. Cockpits, Computers, Robots
3. Try to combine both by creating a digital momentum that thrives controlling



# Work Group Film ideas

7

8

## Connecting idea with machine learning and predictions

[https://controllerverein.sharepoint.com/:v:/r/sites/ICVManagementConferencen-ab2023/Freigegebene%20Dokumente/General/30.09.2023/Workshop%20Imagefilm/42\\_kurz.mp4?csf=1&web=1&e=gMi0Gw&nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJTdHJlYW1XZWJBcHAI0iLCJyZWZlcnJhbFZpZXCi0iJTaGFyZURpYWxvZylsInJlZmVycmFsQXBwUGxhdGZvcml0i0iJXZWIiLCJyZWZlcnJhbE1vZGU0i0iJ2aWV3In19](https://controllerverein.sharepoint.com/:v:/r/sites/ICVManagementConferencen-ab2023/Freigegebene%20Dokumente/General/30.09.2023/Workshop%20Imagefilm/42_kurz.mp4?csf=1&web=1&e=gMi0Gw&nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJTdHJlYW1XZWJBcHAI0iLCJyZWZlcnJhbFZpZXCi0iJTaGFyZURpYWxvZylsInJlZmVycmFsQXBwUGxhdGZvcml0i0iJXZWIiLCJyZWZlcnJhbE1vZGU0i0iJ2aWV3In19)



# Work Group Film ideas

7

8

Films or filmsequences:

Methods or tools  
related to controlling:



# Our workgroups for today (6 persons per group)



Further ideas 



# Further ideas



Form and fill your own creative work space:



# You are welcome to work directly in teams or on the Metaplan-Board



Dokumente > General > 30.09.2023 > Workshop Imagefilm

Name ▾

- 1. Group - Emotions
- 2. Group - Emotions
- 3. Group - Personalities outside the ICV speak
- 4. Group - Personalities outside the ICV speak
- 5. Group - We (ICV) are proud of
- 6. Group - We (ICV) are proud of
- 7. Group - Film ideas
- 8. Group - Film ideas
- 9. Group - Further ideas



Works-Group 1 2  
Emotions

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Work Group 3 4  
Personalities outside the ICV speak...

Storyline:

Names and genres:

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Work Group 5 6  
We (ICV) are proud of...

Statements / stories:

Positions:

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Work Group 7 8  
Film ideas

Films or filmsequences:

Methods or tools related to controlling:

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Further ideas 9

Form and fill your own creative work space:

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Think out  
of the box!

Be  
creative!

Have fun!

Good luck!



# Showroom



<https://vimeo.com/showcase/7018429>

Passwort: Emergeandsee

The background of the lower half of the slide is a video thumbnail. It shows two people, a man and a woman, submerged in water. They are looking towards each other, and water droplets are visible around them, suggesting they are in a natural setting like a lake or river. The overall tone is serene and natural.

# Emerge & See - Showroom

▶ Jetzt Videos anschauen