



EBU TRAINING Marketing Seminar 2008

Marketing your Broadcast Brand Manage your Public Value

Venice, 27-28 November 2008

SPEAKERS & MODERATORS' "WHO'S WHO"

&

PRESENTATION OUTLINES

(Document in English only)



ACKNOWLEDGMENTS

Many thanks to:

All speakers of the
EBU TRAINING
Marketing Seminar 2008

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Thursday 27 November 2008

Chairperson

John Newbigin

Strategist & Cultural Entrepreneur, UK



John Newbigin is a free-lance consultant and cultural entrepreneur. His portfolio ranges from Channel 4 and DCMS to the UK Film Council, Arts Council England and the Clore Leadership Programme. It includes extensive writing and editing of documents, reports and speeches, including drafting speeches for senior Ministers. From 2000 until the summer of 2005 he was Head of Corporate Relations for Channel 4. From 1997 until 2000 he was Special Advisor to the Rt Hon Chris Smith, MP, the Secretary of State for Culture Media and Sport. Prior to that, he worked as executive assistant to Lord Puttnam, then the Chairman of Enigma Productions Ltd. From 1986 until 1992 John worked as a policy advisor and speech writer to the Rt Hon Neil Kinnock, MP, Leader of the Labour Party and Leader of the Opposition, with responsibility in the Leader of the Opposition's office for environmental policy, local government issues and cultural policy. He was Director of the London Youth Festival for International Youth Year in 1985. Before that he worked variously as a youth worker in Brixton and Brick Lane, and as a journalist, writer, cartoonist and manager of a training workshop specialising in furniture making.

He is Chairman of Culture 24 (previously the 24 Hour Museum), a Trustee of the Whitechapel Art Gallery, and a Board member of Theatre Royal Stratford East, the Whitechapel-based Keen Students School, the Birmingham-based film project First Light Movies Ltd. and Mediabox, an initiative funded by the DCSF which gives young people opportunities to create media content that reflects their lives and aspirations. He is a Board member of Becta, the government's agency to promote the use of information technology in support of 'next generation' learning. He is also a Board member of CIDA, (the Creative Industries Development Agency), a Trustee of Channel 4's Big Art Project, a member of the Advisory Board of the John Smith Memorial Trust and a member of the Advisory Board of BT's heritage collection 'Connected Earth'. He is a Visiting Professor at the University of East London. He recently served as a specialist advisor to the Parliamentary Joint Scrutiny Committee on the Climate Change Bill.

Session 1 – Corporate Branding

Martin Poole

Swaymdia, UK



Martin is a media and brand consultant advising broadcasters and agencies on brand strategy, positioning, marketing and promotion.

Throughout 15 years of experience with top ranking agencies such as Novocom, the BBC (now Red Bee) and Bruce Dunlop & Associates, he has worked with broadcasters in Europe, the Middle East and Africa with clients such as SKY, BBC, RTL, ITV, Discovery, Hallmark, MGM, Canal Digital, DStv, Al Jazeera and ORT in Russia.

He is a former Promax UK Chair and current UK board member as well as a frequent contributor to many conferences in the UK and beyond.

Jeroen Kramers
NPO, Netherlands



In a competitive media landscape the viewers must be kept and tempted by strong programming. For Dutch Public Television it means a portfolio of distinguishing station brands for specific target groups. 'Nederland 1, -2 and -3', the digital theme channels 'Nederland 24' and the children channels Z@PP and Z@ppelin.

Since 2004 Jeroen Kramers is responsible for the marketing and promotion of all the public television channels in the Netherlands. Before that he worked at General Motors, Bertelsmann/ BMG, University IN-Holland and advertising agency Hemels van der Hart.

Chris Gottlieb
BBC Journalism, UK



Chris Gottlieb is Director of Marketing, Communications and Audiences for BBC Journalism. BBC Journalism covers News and Current Affairs both in the UK and across the world, Sport and the BBC's Nations and Regions Output.

Chris has been at the BBC for six years and prior to his time there he worked in the commercial sector on the marketing of brands within Unilever, Nestle, Adidas and Tui. He lives in London and is married with two young children.

Dimitris Gontikas
ERT, Greece



Mr Dimitris Gontikas is a licensed attorney, graduate of the *Faculty of Law* at the university of Athens and has a master's degree from Duke University with specialization in *International Trade and Conventions*. In the past, he has been employed as a Development Manager for *SuperSport* channels (2002-2007), as a General Director for *Macedonia TV* (2000-2002), as a Sports and Satellite Channels' Manager for *ANT1 Group* (1997-2000), as a General Director for *SPO S.A.* (1995-1997) and as a Legal Advisor and Television Rights' Manager for *Mondial Promotions S.A.*(1993-1995).

He has attended marketing seminars and is a member of the European Volleyball Confederation. He has a fluent command of the English and the French language.

Mr Dimitris Gontikas has been General Director of Television for ERT S.A. since 1st November 2007.

Jeff Conrad
Red Bee Media Ltd, UK



Head of Design, Red Bee Media, United Kingdom

After graduating in marketing from the University of Westminster in 1988, Jeff worked as free lance photographer. In 1992 he joined BBC Broadcast in London (now Red Bee Media), as Head of Design.

Klaus W. Schuntermann
MDR Fernsehen, Germany



Klaus W Schuntermann is the Creative Director of On-air Design at MDR FERNSEHEN (the public television station for Central Germany) with its headquarters in Leipzig, Germany.

In addition to studying design at the *National Academy of Fine Arts in Stuttgart* (graduated in 1991 with a major in design), he simultaneously began his career in 1986 at Süddeutscher Rundfunk (public radio and television station for Southern Germany).

After the reunification of the two German countries FRG and GDR – a singular occurrence in the history of Europe – he moved to Dresden to take on a position in the newly founded Mitteldeutscher Rundfunk (MDR), anticipating the challenges of this unique situation. From 1999 to 2001 he helped establish the *Agency for Animated Films & Broadcast Design MotionWorks GmbH* in Halle/Saale, Germany acting as Creative Director.

When he returned to MDR's headquarters in Leipzig in 2002 to serve as the Art Director in developing the management of the brand MDR FERNSEHEN, he created several nationally and internationally award-winning concepts, which strive to do justice to the demands of an, as yet, still divided society with diverse experiences of contemporary history.

Raphaëlle Colette
Dream On, France



Raphaëlle Collette has worked for various tv channels and production companies before she joined Dream On as a TV Branding Executive Producer in September 2004.

She is in charge of responding with clever solutions to Dream On's clients needs.

Inside the agency, Raphaëlle has worked with French and international, public and private broadcasters such as France Télévisions, Lagardère Active, Canal + Group, Digiturk, TV5 Monde, Métropole Télévision, ARD Group, Orange or TF1 Group.

Session 2 – Promote what you do best: New cultures for Public Service Broadcasting

Stéphen Harlé

France 2, FTV, France



Stéphen Harlé, is director of Channel and Branding Co-ordination for France 2. He joined France 2, the second channel of the France Télévision Group, over 20 years ago as Creative Editor in the Communications Department (off-air). For the past 10 years he has been in charge of production design, auto-promotion and short programmes under the channel's patronage.

Sophie Benoit

FTVI, France



Sophie is currently Head of internet programming at FTVI (france télévisions interactive). Between February 2007 and May 2008, she was deputy Head at FTVI, in charge of the co-ordination and promotion of programmes on the internet. From September 2005 to January 2007, she was Associate Director of Programmes at France 2.

Sophie holds a Masters Degree in contemporary history (from Paris Sorbonne) and an Advanced Certificate in history of international relations. She joined France 2 in 1990 as project officer in the research department, and took over the management of the department in April 2000 in the capacity of Associate director of Research at France Télévision.

Sophie lives in Paris, is married with 2 children

Paavo Ryttsä

YLE, Finland



Paavo Ryttsä is a journalist at the New Media Department, Finnish Broadcasting Company YLE in Finland. He was part of the group which planned and opened the Internet archives of The Finnish Broadcasting company in 2006. One part of the project was to create a brand for the YLEs Internet Archives. The main idea of the group was to dust down the conservative role of the archives. His team was awarded The State Award for Public information for the project. Paavo has since then worked as a journalist in this Internet service called Elävä arkisto (The living Archive). He started working in YLE in 2000, at first as an online editor and later as a TV reporter at the TV news.

In October 2008, he was appointed producer of YLE Areena, Finland's biggest Internet Channel, Finnish Broadcasting Company's Internet-tv and radio.

<http://lareena.yle.fi>

Christian Rauch
SR, Sweden



As Deputy Head of Marketing & Sales, Christian is responsible for branding and marketing projects. During his five years at SR, he has project managed campaigns and delivered strategic input. This includes re-positioning the SR brand, developing new marketing methods and targeting new audiences, with a particular focus on youths. Examples are interactive tools involving the audience in the creation of web radio, launching wake-up tunes for mobiles as part of the youth radio channel P3's morning show, and using external bloggers and personal homepages as a marketing channel for SR.

Christian Rauch has over 18 years experience in interactive environments, and worked as a marketing consultant on the agency side before joining SR

Friday 28 November 2008

Session 3 – The Public Value of Broadcasters

Peter Claes
VRT, Belgium



Peter Claes read applied economics at the Universities of Antwerp and Birmingham and obtained a master degree in media and communication at the University of Ghent.

Before joining VRT in 2002 he worked for five years as a Strategic Planner in the advertising agency BBDO for clients such as Orange, Carlsberg and Volvo. At VRT he has always been involved in brand management and has lead several rebranding operations.

Since the restructuring of VRT into a cross medial media organisation in 2007 he became Marketing Manager.

Marcello Ciannamea
RAI, Italy



Marcello is deputy Director of Marketing and Head of "Product Marketing" Department at RAI - Radiotelevisione Italiana. He is a member of IAP (Advertising Self-Regulation Institute).

Previously, he held the position of Head of Operational Marketing, Market Research and Advertising/Programming Schedule of the "Division TV Channels 1 and 2" (Rai Uno, Rai Due, RAI Fiction, RAI Sport, TG Uno, TG Due); and then became Head of Corporate Strategic Marketing.

Bart de Voogd
NPO, Netherlands



Bart de Voogd is Radio Manager Marketing and Communication at Netherlands Public Broadcasting (NPO). He is responsible for marketing, PR and event communication for the six national public radio stations, with a combined market share of 30%.

Radio has been a passion throughout his career. After starting out as news presenter and editor he worked in PR and marketing for various agencies, radio stations and broadcasters.

Arkadiusz Michalczyk
TVP, Poland



Before joining media in 2004, Arkadiusz worked as a marketer in FMCG businesses and was in charge of the marketing management for various Unilever and Colgate-Palmolive brands (Algida, Iglo, Colgate, Ajax).

Since the foundation of the TVP Marketing Unit, Arkadiusz has been leading the Marketing Strategy Team. The Team created the brand architecture of TVP, defined channel profiles, positioning and communication strategy for all TVP channels. He is currently running a brand rejuvenation project which should help sustain the leading position of the Public Broadcaster on the Polish market.

Jedrzej Dudkiewicz
TVP, Poland



Vitold Grand'henry
RTBF, Belgium



Vitold Grand'henry is on-air Marketing Manager for RTBF, the French-speaking Belgian public broadcaster. He is in charge of the television channel branding and on-air promotion. Vitold was formerly Director and Art Director, and started on-air marketing management in 2006. At that time, he was the first person in RTBF to write the word "Marketing" on his business card. To popularize this discipline throughout the organisation, he writes a blog (in French): <http://plantemarketing.blogspot.com/>

Olivier Arendt
RTBF, Belgium



Olivier is Corporate TV Channels Communication Co-ordinator at RTBF. He builds and monitors marketing and cross-media promotion projects for all RTBF TV channels.

Before that he was Head of the Culture Office at the Brussels local Council for 3 years, where he secured and managed the funding of cultural projects, and was in charge of large cultural events in the capital. Prior to that and back at RTBF, he was in charge of the Communications department and coordinated the launch of RTBF Sat.

Olivier is the co-founder of Espace Speculoos asbl, (www.espacespeculoos.be) and has established a European Network of "Nuit Blanche", an all-night city culture and entertainment event. In his spare time, he enjoys sailing and playing tennis.

Session 4 – Open Forum: “Love the Brand you work for”

Alessandra Paradisi,
RAI, Italy



International Relations and Media Expert
Honors degree in Political Sciences (economical branch) at La Sapienza University of Rome (Italy)

▪ Italian institutional bodies

1987-90: Parliamentary Assistant (Deputy Chamber); Italian Vice-President's Assistant for the European Relations (Presidency of the Council of Ministers); Minister's Assistant for Latin America Relations (Ministry of Foreign Affairs).

▪ Rai-Radiotelevisione Italiana

Since 2008: **Institutional and International Department – Head of International Relations**

2005-2008: Marketing Department - Head of International Marketing

2003-04: Marketing Department – In charge of the International Relations with Mediterranean countries
1994-2003: International Relations Department: Responsible for European Relations; Responsible for Relations with the Council of Europe and Gats Negotiations.

1991-94: Department for the Italian Community Abroad – In charge of the North and Latin America Areas.

1990: Chairman's Office – Responsible for International Cooperation Agreements in audiovisual field.

▪ Additional functions

- Former President of the CDMM (Steering Committee on Mass Media) of the Council of Europe
- Former Secretary General of Italian Speaking Broadcasters Community.
- Former scientific Consultant of the Deputy Minister of Research for Media field.
- Since 2004: **Secretary General of COPEAM** (Permanent Conference of the Mediterranean Audiovisual Operators)

Klaus W. Schuntermann,
MDR, Germany

See above – session 1

Contact :

Nathalie Cordonnier
Project Manager
EBU TRAINING
L'Ancienne-Route 17A
CH-1218 Grand-Saconnex
Switzerland

Tel : +41 22 717 21 48
E-mail : cordonnier@ebu.ch
<http://www.ebu.ch/training>