



# EBUCONNECT



## Day 1 - 04 May 2007

|       |  |   |  |   |  |   |
|-------|--|---|--|---|--|---|
| 09:00 | <b>OPENING</b><br>Lilian Llewelyn, EBUconnect President 2007   |   |  |   |  |   |
| 09:15 | <b>PLENARY 1: BRAND NEW</b><br>Dylan Griffith and Dan Witchell (S4C)<br>Andy Bryant (BBC)<br>Producer: Lilian Llewelyn |   | Rebrands are the most complex and at the same time for many EBUconnect participants the bread and butter business. The conference starts with some of the most remarkable rebrands of the last months, including the UK brand S4C, the Welsh Channel and BBC1. |   |  |   |
| 10:00 | <b>PLENARY 2: Back to the Future</b><br>Eirik Solheim<br>Producer: Knut Aunbu (NRK)                                    |   | Eirik Solheim takes the user's perspective and looks into the New Media, their uses, their brands and their perspective  |   |  |   |
| 11:00 | <b>PLENARY 3: "WE ARE GOING TO GET YOU!"</b><br>Nick Mason<br>Producer: Alan James                                     |   | TV licence fees need promotion on TV – but how do you best deal with the tricky “carrot & stick” situation? The best and worst cases will be discussed.  |   |  |   |
| 11:45 | Coffee Break   |   |  |   |  |   |
| 12:00 | <b>PLENARY 4: SPAGHETTI JUNCTION</b><br>Alan James (BBC) with TBC (BBC)  |   | The ideal junction keeps the viewer tuned in, attracts additional audiences for the entire portfolio of channels and entertains on the way. Alan develops the concept of the ideal junction – in very practical terms with numerous examples.                  |   |  |   |
| 12:45 | Lunch  |   |  |   |  |   |
| 13:45 | <b>KEYNOTE: THE ENEMY WITHIN</b><br><b>Internal Branding</b><br>Prashant Malaviya (INSEAD)                             |   | Internal Branding is an often overlooked part of new strategies and campaigns. If the viewers are more convinced than your staff, lots of efforts can be wasted. Some best and worst case scenarios.   |   |  |   |
| 14:30 | <b>PLENARY 5:</b><br><b>"OFF THE CUFF"</b> Patrick Damsted   |   | Creativity is key to the whole EBUconnect world . But what is creativity? And how can you easily unlock it within your team?   |   |  |   |
| 15:30 | Coffee Break   |   |  |   |  |   |
| 15:45 | <b>WORKSHOP 1</b><br><b>"OWNING YOUR BRAND"</b><br>Yves Podevyn (VRT)<br>Martin Poole, Sway Media                      | Many channels work with design agencies to create their channel IDs and then decide to develop the work in-house. Others don't work with agencies at all. This workshop looks at two case studies as a starting point for a discussion. | <b>WORKSHOP 2</b><br><b>Media Planning</b><br>Alan James   | Alan will discuss his earlier developed concepts. The audience is invited to share their views and experiences. | <b>Workshop 3</b><br><b>"LOVE WORDS, PART 1"</b><br>Huw Charles, S4C<br>Alun Ceri, S4C | Have your links lost their lustre?<br>Have your speeches lost their sparkle?<br>Are your creative juices drying up?<br>Then come to Huw and Alun's LOVE WORDS clinic.<br>A workshop to revive the senses. |
| 16:45 | <b>WORKSHOP 4</b><br><b>"SHOW ME YOU BRIEFS"</b><br>Andy Bryant, RedBee  | Writing a brief (due to popular demand the workshop from 2006 is back). RedBee will help both sides understand each other. Broadcasters and agencies need to communicate clearly together.  | <b>WORKSHOP 5</b><br><b>The Voice</b><br>Karina Buckley (RTE)<br>Deirdre McAndrew (RTE)  | This workshop will discuss how a voice can shape the design of a whole channel.                                 |  |   |

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| 17:15 | <b>INAP EBUCONNECT AWARD 2007<br/>THE AUDIENCE DECIDES</b><br>Producer: Alex Heffer (SF) | Categories:<br>1. Funniest trailer 2. Best seasonal trailer 3. best promo of the year 4 Best total package 5. Best single design piece 6. Best multimedia design. |
| 18:00 | <b>END OF DAY 1</b>  |   |

**Day 2 - 05 May 2007**

|       |  |  |
|-------|--|--|
| 09:00 | <b>STARTER: EFFECTIVE COMMUNICATION OR CREATIVE MASTURBATION: JIM VS JAMES</b><br>Jim Booth (RTE) and Alan James (BBC)         | Schedulers and creative promo producers "lock horns" on a daily basis about the most effective strategies. "Jim vs. James" explores the right balance.   |
| 09:30 | <b>OPENING</b><br>Lilian Llewelyn  |  |
| 09:45 | <b>KEYNOTE 2: MORE THAN CUCKOO CLOCKS – BRANDING SWITZERLAND</b><br>Frank Bodin, Euro RSCG<br>Producer : Alex Heffer           | Branding Switzerland. How a small country manages its well defined, clearly understandable brand, recognized worldwide.  |
| 10:30 | <b>PLENARY 8: CROSSING BORDER AND BOUNDARIES</b><br>Markus Schmidt & Klaus Schuntermann (ARD/MDR)<br>Producer: Lilian Llewelyn | Markus and Klaus will look abroad. Markus will explain his latest work in South Africa, and Klaus will discuss why, as a broadcaster, he looked abroad for help .  |
| 11:15 | Coffee Break   |  |
| 11:30 | <b>UNLOCKING CREATIVE WRITING</b><br>Terry Yeton<br>Producer Jim Booth (RTE)   | Promo producers need their daily dose of creativity when writing. How do you unlock the hidden gems and resources? Terry Yeton will show us how  |
| 12:15 | <b>SEE WITH YOUR EARS</b><br>Producer: Karl Weege, Henri L'Hostis (ARTE)   | Voices are incarnating channels. Voices are an imminent part of the brand. This sessions will explore more than the colour of sound.   |
| 13:00 | Lunch  |  |
| 14:00 | <b>WORKSHOP 6<br/>Eye Candy</b><br>Producer:<br>Donna Byrne  | Beautiful examples of creative on screen design.   |
|       | <b>WORKSHOP 7<br/>SOUND'S GOOD</b><br>Alexander Nijmolen (Ala Kondre)<br>Producer: Henri L'Hostis (ARTE)                       | Alexander from Ala Kondre will ask you What is an Audio Station ident and how do people recognize an Audio Station Ident, discuss the timbre swap experiment and wonders if we transmit program values through sound logo's. |
|       | <b>WORKSHOP 3<br/>"LOVE WORDS, PART 2"</b><br>Huw Charles, S4C<br>Alun Ceri, S4C   | Continuation of the workshop from day 1.   |
| 15:00 | Coffee Break   |  |
| 15:30 | <b>PLENARY 11: NOT ANOTHER BLOODY MOVIE PROMO</b><br>Jim Booth (RTE)   | Jim Booth will explore promos for movies from various broadcasters . The "comparative campaigns" show cultural and creative differences.   |
| 16:00 | <b>INAP EBUCONNECT AWARD 2007 AWARDS CEREMONY</b><br>Alexander Heffer & Lilian Llewelyn  | Who won the prestigious Awards? A fun session showing the best of the pack.  |
| 16:30 | <b>CLOSING</b><br>Lilian Llewelyn, EBUconnect President 2007<br>NN, EBUconnect President 2008                                  |  |

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