

Practical details

Dates and venue

From 17 March 2005 at 09:00 to 18 March at 13:00

Sodehotel La Woluwe
5 Avenue E. Mounier B-1200 Brussels
Tel + 32 (0)2 775 21 11
Fax + 32 (0)2 770 47 80

Reception and dinner on 17 March 2005

"Hof ter Musschen" at the Sodehotel La Woluwe
2 Avenue E. Mounier B-1200 Brussels

Registration

Entrance to the conference is free. Travel and accommodation costs are to be covered by the participants. The number of places is limited to 200 and will be attributed on a first come first served basis.

Participants must register by 1 March 2005.

Simultaneous interpreting

English, French

Hotels

The EBU can guarantee bookings made by 1 March, using the enclosed registration form.

Sodehotel La Woluwe 5 Avenue E. Mounier B-1200 Brussels Tel + 32 (0)2 775 21 11 Fax + 32 (0)2 770 47 80	Special rates	€145 single €145 double
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NH Atlanta Hotel 7 Boulevard Adolphe Max B-1000 Brussels Tel + 32 (0)2 217 01 20 Fax + 32 (0)2 217 37 58	Special rates	€125 single €135 double
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You will be charged for any reservation cancelled less than 48 hours before the arrival date you booked.

European Broadcasting Union
Office to the European Institutions

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5th EBU Conference
on Public Service Broadcasting

Quality News for All

A conference organized by the **European Broadcasting Union** with the participation of the heads of European broadcasting organizations and political decision-makers.

17 and 18 March 2005

Sodehotel La Woluwe
5 avenue E. Mounier
1200 Brussels

Final Programme



Thursday 17 March

09:00 – 10:00

Registration

10:00 – 10:30

Opening of the Conference

Arne Wessberg, EBU President
Margot Wallström, Vice-President of the European Commission (by video)
Ruth Hieronymi, MEP

10:30 – 13:00

Part one

Theme

Moderator

Public Service Broadcasters reporting on Europe

John Wyles, GPlus Europe

Key-note speech

Panel discussion

Marc Tessier, President France Télévisions
Jorge De Oliveira e Sousa, Director General, Directorate General Press and Communication, European Commission
Pedro González, President Bruges Group
Philippe Cayla, President EuroNews
Graham Watson, MEP
Jean Réveillon, EBU Secretary General
Discussion with the audience

Lunch

14:30 – 16:00

Part two

Theme

Moderator

Information for all

Alex Puissant, Journalist, VRT

Introduction

Panel discussion

Phil Laven, EBU Technical Director:
What PSBs do for the disabled
Marcel Bobeldijk, President of the European Federation of Hard of Hearing People
Jean-Paul Philippot, General Manager, RTBF
Viktória Mohacsi, MEP
Discussion with the audience

Coffee break

16:30 – 18:00

Part three

Theme

Moderator

New technologies at the service of news and current affairs

Fritz Pleitgen, Director General, WDR: Public Service Broadcasters at the service of the Lisbon Objectives

Key-note speech

Presentations

Viviane Reding, European Commissioner for Information Society and Media
Deborah Bergamini, Marketing Director, RAI: TV and beyond
Mats Åkerlund, Head of New Media, Swedish Radio: Radio and beyond
Nik Gowing, BBC World: Real Time Crises – New Real Time Tensions

Discussion with the audience

20:00

Reception and dinner

Friday 18 March

9:30 – 11:00

Part four

Theme

Moderator

Eurovision brings news from the world to your home

Jean Réveillon, EBU Secretary General

Presentations

Uros Lipuscek, RTVSLO: Regional south-eastern Europe news exchanges
Lisbeth Knudsen, News Managing Director, DR: Public Service Broadcasters' correspondents around the world
Rodney Pinder, Director International News Safety Institute: Journalists in conflict zones
Discussion with the audience

Coffee break

11:30 – 13:00

Part five

Moderator

Concluding discussion

Christine Ockrent, Editor-in-Chief, France 3

Arne Wessberg, EBU President
Tony Mary, Managing Director, VRT
György Baló, Director of Cultural Programmes, MTV
Henri Weber, MEP

Lunch