



Eurovision TV
Summit 2007

News Flash Info



Eurovision TV Summit

3-5 May 2007, Lucerne, Switzerland

Get programmed...

EBUconnect promises some exciting days on the shores of Lake Lucerne. Lilian Llewelyn has worked very hard with the Steering Group to offer you the most exciting issues and themes of our trade. Get the latest programme here : [EBUconnect 2007](#).

Get focused...

An amazing line-up of speakers and subjects has been assembled for the Common Focus Day, which opens the EBUconnect meeting this year. From Ennio Morricone (yes, the one who created the stunning music for those « Spaghetti Western » movies) to Istvan Szabo (who will inspire you with his stories). The day is dedicated to « story-telling » and we are sure that you will have many stories to tell if you join!

Details of that day may be found [here](#).

Get awarded...

The EBUconnect INAP Award is expected to show your work – in promo or design. The deadline is imminent, so please send your tapes to Alex Hefter, the Award coordinator, quickly. All material (ideally DigiBeta) can be addressed to: Alexander HEFTER , c/o SF Schweizer Fernsehen Fernsehstrasse 1-4 , CH 8052 Zuerich. For questions about the expedition and material contact: P. Fischer, Tel: +41 44 305 69 02, patricia.fischer@sf.tv. For questions about the categories and other requirements: Max Johns, johns@ebuconnect.tv

Get registered...

In case you have not registered yet, please do so here: [Registration](#)

Get around...

Switzerland is the country of efficient transportation. Trains are always on time. You can also ski and hike and if you do not want to swim in the lake we expect you to bring your jogging shoes. The morning jog along the shores of the lake may be the most beautiful you will have ever experienced. If that is not enough: you can also easily rent a bike at the

EBUconnect

Lucerne main tation. Book [your bike here](#)
(German and French), before others do.

Eurovision TV contact

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EBU-UER
L' Ancienne-Route 17A
CP45
CH-1218 Grand-Saconnex (GE)
Switzerland





Date / 3-5 May 2007, Lucerne, Switzerland

Registration

Please register NOW for EBUconnect 2007. Registration is open under the link below – it is online registration only. [Click here](#). If you have already registered, do not register a second time.

Only the first two pay...

Yes, the rule, that only two participants per broadcaster pay, is also valid this year. It does not matter if you register together or many days apart: we will sort that out for you! The normal price for participation has been left unchanged at € 250 / person (EBU Members) and € 500 for non-Members.

Conference venues

The EBUconnect 2007 conference takes place in the beautiful Palace Hotel. The Common Focus Day, which opens EBUconnect 2007 and gives you the chance to not only see high calibre speakers but also your TV colleagues from many other areas, will take place in the KKL conference centre.

Where you can stay

Lucerne is a small and tourist friendly place. We selected a number of hotels for you. They are all within walking distance to the conference facilities. And they are good for all budgets, ranging from 80 to 250 Euro a night. [Click here](#) to find the selection with a map.

Registration deadline!

Please register asap. The deadline is March 15, after that hotels are not guaranteed.

Where do I register?

Here, after you made your hotel choice. Keep your credit card ready. We are looking forward to see you in Lucerne !

EBUconnect contact: Max Johns

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EBUCONNECT AWARD...

The INAP EBUconnect Award 2007 is open in six categories. The categories are separated between promos and design/packages. Categories are:

For promos & trailers:

- 1. Funniest trailer**
- 2. Best seasonal trailer**
- 3. Best promo of the year (March 06-March 07)**

For design and packages:

- 4. Best total package**
(max. 3-5 executions, no more than 90 secs total)
- 5. Best single design piece**
- 6. Best multimedia design**

Only EBU members can send material in and will be awarded. This applies for inhouse and external work. EBU members are eligible with material that has been produced by a 3rd party but was broadcast on their channels.

All material must arrive before April 15 at the latest.

Send all material (ideally DigiBeta) to:
Alexander HEFTER
c/o SF Schweizer Fernsehen
Fernsehstrasse 1-4
CH 8052 Zuerich

For questions about the expedition and material:
P. Fischer, Tel : +41 44 305 69 02,

patricia.fischer@sf.tv

For questions about the categories and other requirements: Max Johns, johns@ebuconnect.tv

EBUconnect contact

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Date / 3-5 May 2007, Lucerne, Switzerland

Meet John Wyver...

EBUconnect 2007 starts with the "Common Focus Day" in the framework of the Eurovision TV Summit. On this first day you will meet John Wyver, the famous director of the Illuminations production house from London. With [Illuminations](#), John Wyver has pioneered new ways of linking television programmes with communities in online environments, and is at the forefront of exploring the creative possibilities of new technologies. John will share his experience in storytelling.

The "Skoda Man" is back...

Prashant Malaviya from INSEAD in Paris will be back to EBUconnect. After his highly acclaimed session at EBUconnect 2005, where he described the turnaround at the car maker Skoda, he will speak to us about another turnaround. Certainly another session to take a few ideas home with you!

Leo Tolstoi liked it...

Russian writer and poet Leo Tolstoi came during his travels through Lucerne. He liked the place so much, that he eternalised the city in the autobiographical "Diaries of Count Nechljudow », his friend from childhood.

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Date / 3-5 May 2007, Lucerne, Switzerland

Not another Bloody Movie Promo...

Your material is needed for the EBUconnect session "Not Another Bloody Movie Promo", organized by Jim Booth (RTE). Please provide your promotions for any of the following movies

CHICAGO
MASTER AND COMMANDER
MONSTERS INC
DOWNFALL
LOVE ACTUALLY
PIRATES OF THE CARIBBEAN
HARRY POTTER AND THE PRISONER OF AZKABAN
KILL BILL
SCHOOL OF ROCK

that have been, or will be, aired on your channels directly to Jim (contact details under jim.booth@rte.ie).

Your help is greatly appreciated!

EBUconnect Award 07

Are you up for winning the Award this time? You should start collecting your best promos and trailers. Details about the categories will appear in future editions of this newsletter.

Mark Twain was faster

Mark Twain, the famous author, was there before you. He came to Lucerne and obviously loved it. This is visible from his partly funny and satirical description in his book "*A Tramp Abroad*".

Registration

Many of you asked about pre-registration. Don't worry. We have enough hotel rooms reserved for you! Registration will start mid-February. We will keep you informed!

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Date / 3-5 May 2007, Lucerne,
Switzerland

New Concept

In 2007, the EBUconnect conference will be integrated into the annual **Eurovision TV Summit**. This exclusive event will be held in the beautiful city of Lucerne in the heart of Switzerland.

Dates and Location

EBUconnect begins on **May 3**, with a **Common Focus**. This event will assemble some 500 delegates from all areas of public service television. The programme will be of value to professionals in public broadcasting. It will incorporate a showcase of outstanding programmes covering all genres. On **May 4 and 5**, EBUconnect as you know it will offer another lineup of an attractive and unique programme. The Common Focus day will take place at the spectacular [Culture and Convention Centre in Lucerne \(KKL\)](#) located right on the lake. EBUconnect will be a short walk along the lake at the [Palace Hotel](#).

Storytelling

Storytelling has taken our imagination all those last years at EBUconnect, not least due to Nigel Cole's imaginative presentations. Now « storytelling » is the common theme of the Common Focus day. The most outstanding experts will present an discuss with us about their angle on storytelling.

Creativity

Patrick Damsted from Denmark is back with the EBUconnect conference. After his highly acclaimed presentation about New Media in Cavtat, he will now speak to us about the subject that is dear to him : Creativity. He will show us how to unleash the potential and make the most use of it in your professional environment. You

may have a sneak preview on his [website](#).

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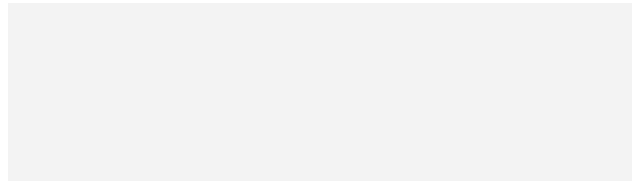
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Date / 3-5 May 2007, Lucerne, Switzerland

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|-------------------------|--|
| NEW YEAR | A very Happy New Year from EBUconnect ! After the great conference of 2006 in Cavtat we are looking forward to meet you all at the 2007 edition! In the name of the Steering Committee: Lilian Llewelyn (President 2007) Max Johns (EBUconnect Coordinator) |
| NEW LOCATION | EBUconnect 2007 will take place in Lucerne, in the very heart of Switzerland. The conference itself will be hosted in what is arguably the nicest hotel in town, the Palace Hotel. |
| NEW DATES | The dates for EBUconnect 2007 are Friday / Saturday May 4 and 5. You may want to check flights early, but not before you are sure, what else there is on offer around EBUconnect . Of course, there is always the mountans, the chocolate, the cheese... But Eurovision TV offers you a special day before our own conference... |
| SUMMIT | EBUconnect is embedded into the Eurovision TV Summit. You have the choice to participate on May 3 in a spectacular day with amazing speakers and lively discussions of the state of our television. |
| FRIENDLY AS EVER | EBUconnect , the friendly conference, will preserve its very own style and character. The Steering Group under its 2007 president |

EBUconnect



Lilian Llewelyn is busy preparing a great and intense programme for the full two working days. The Steering Group takes great care to use all the useful ideas you gave after 2006. Details will come up with the next newsletter.

REGISTRATION

Registration for EBUconnect and the various hotels on offer will not start before the end of February. So **reserve the dates** in your diary and relax!

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