



Eurovision TV
Summit 2007

News Flash Info

**Eurovision
Science & Education
Executives**

Date / 3-5 May 2007, Lucerne, Switzerland

EMBRACING THE FUTURE

EMBRACE THE FUTURE by attending the next Eurovision Science and Education annual meeting : **brand new programmes; 360°** as a new model for the pubcasters; **masterclasses; parallel sessions; workshops** and a large variety of the **latest trends** in **science** and **education**.

KEYNOTE (4 May)

"Monsterbacteria, mega-tsunamis and climate swindle - my worries when watching television"

Carl Johan Sundberg from the Karolinska Institute. Winner of prestigious prizes in science communication and the founder of Euroscience Open Forum (ESOF).

PITCHING SESSION (5 May)

Eleven new coproduction proposals (out of 27 presented), originating from **six** European countries and representing a total production value of over **12 million Euros**, have been selected by the Science and Education committee.

Internationally renowned independents such **Gruppe 5, YORK Films, Agaton Films** and **La Compagnie des Taxi-brousse** as well as EBU members (**BBC Open University, RAI Educational**) will have only a few minutes each to convince the decision makers in the room to join their projects!

SOCIAL EVENTS

Welcome Cocktail (4 May)

On Friday evening join us for a **welcome cocktail** in the beautiful framework of the KKL **kindly sponsored by AthenaWeb**.

As a farewell, until next year's meeting, a **floating dinner** will be organized on the lovely lake of Lucerne on Saturday evening. Make sure you don't miss! Plan to return home on Sunday.

Good-bye Dinner (5 May)

REGISTER ONLINE

If you haven't registered yet, register now by clicking [here](#) and **book your hotel room** online.

**Philippe Jacot
Laura Longobardi
Karen Simha**

T. +41 22 717 2885
simha@ebu.ch
EBU-UER
L' Ancienne-Route 17A
CH-1218 Grand-Saconnex (GE)
Switzerland

Latest version of the agenda attached.
We look forward to seeing you in
Lucerne!





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SUMMIT

As you know, in 2007 the **Eurovision Science & Education Executives' annual meeting** will be integrated into the annual **Eurovision TV Summit**.

DATES

3 May : Common Focus Day

The Summit will begin on **3 May** with a **Common Focus day**.

This event will assemble some 500 delegates from all areas of public service television. The programme will feature renowned individuals including **Moritz Leuenberger, Jean-Claude Carrière, István Szabó, Peter Thorsboe,** and **John Wyver**. The whole afternoon session will be devoted to **storytelling**, incorporating a **showcase** of outstanding programmes covering all TV genres.

4/5 May : Eurovision Science and Education Executives' annual meeting

The Common Focus day will be followed by the **Eurovision Science & Education Executives' annual meeting** (incl. Eurovision Language Producers) on **4 and 5 May** under the theme **Embracing the Future**. The meeting is open to all Heads of Departments in Science, Education, or Culture.

We will exchange ideas about new trends and ways of producing in the **All Media from the Start** session; bring ideas about new collaborations for the **Pitching Session**; analyse best examples of Science and Education programmes through the **Masterclasses** and focus on different ways to report on *hot* topics in the session **Beyond Climate Change**.

These are only few of the many exciting themes that will be covered during the two day conference. Attached, please find the **draft programme** with more details about the different sessions.

Eurovision Science & Education Executives Meeting

REGISTER ONLINE

Register now by clicking [here](#) and **book your hotel room** online. **Deadline 15 March**

Please only register once.

Philippe Jacot
Laura Longobardi
Karen Simha

For any questions please don't hesitate to contact us.

T. +41 22 717 2885
simha@ebu.ch
EBU-UER
L' Ancienne-Route 17A
CH-1218 Grand-Saconnex (GE)
Switzerland



Eurovision Science & Education Executives Meeting

Call for proposal / sent 18.01.2007 15:05



**Eurovision
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Executives**

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Switzerland**

Embracing the Future

CALL FOR NEW COPRODUCTION PROPOSALS

Please find enclosed the call for new coproduction proposals to be pitched in the next Eurovision Science and Education meeting on May 5 in Lucerne (Switzerland).

For any questions please don't hesitate to get back to us.

Looking forward to receiving your projects.

Best regards,

Laura and Karen

Laura Longobardi
Karen Simha
longobardi@ebu.ch
simha@ebu.ch
ph. +41 22 717 2885
Fax : +41 22 747 4415
www.eurovisiontv.com



Eurovision Science & Education Executives Meeting

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Embracing the Future

Beyond climate change

Different approaches to this major issue. How are broadcasters reporting on climate change? Are they scaring the audience or are they empowering it to be able to make a difference?

360° commissioning

Conventional television and special interest channels, IPTV and mobile TV, the web and web channels, radio and video podcasting - the way to organize production and distribute content is being challenged by new digital platforms.

Pitching Session

The best projects from independent producers and EBU broadcasters will be pitched to the European executives in the fields of science and education.

Mark these dates in your diaries and be ready to join us in May!

The Eurovision Science and Education Programme Group wishes you all the best for 2007!

**Philippe Jacot
Laura Longobardi
Karen Simha**

longobardi@ebu.ch
EBU-UER
L' Ancienne-Route 17A
CH-1218 Grand-Saconnex (GE)
Switzerland

For the steering committee

Walter Sucher (SWR) Aart Van Der
Wandt (TeleacNOT) Anna Scytt (SVT)

