

# BIG DATA INITIATIVE WORKSHOP

## **BIG DATA INITIATIVE WORKSHOP AT RTBF**

### AGENDA

**Monday 12 December 2016**

**9.30 - 17.15**

9.30 - 10.30

*Arrival of participants and refreshments*

10.30 - 10.45

#### **WELCOME**

Jean-Paul Philippot, EBU President & RTBF Administrator General

10.45 - 11.00

#### **INTRODUCTION AND OBJECTIVES OF THE DAY**

Pierre-Nicolas Schwab, Big Data/CRM Manager (RTBF)

11.00-11.45

#### **GENERAL TRENDS IN BIG DATA**

Prof. Louis Wehenkel (Liège University)

11.45 – 12.30

#### **CREATING ENGAGING CONTENT IN THE NEWS ROOM**

Steven Bourke, Staff Data Scientist & Tech Leader (Schibsted Media Group)

12.30 – 13.30

*Lunch*

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13.30 – 14.15

**DESIGNING FOR DEMOCRACY: THE FILTER BUBBLE AND HOW TO FIGHT IT**

Prof. Jeroen Van den Hoven (Delft University)

14.15 – 15.00

**WHEN RECOMMENDATION SYSTEMS GO BAD**

Evan Estola, Lead Machine Learning Engineer (Meetup, New-York)

15.00 – 15.15

*Coffee Break*

15.15 – 16.00

**WILL RECRUITERS BE REPLACED BY ALGORITHMS?**

Prof. Jean Pralong (Neoma Business School)

16.00 – 16.45

**UNDERSTANDING MEDIA ENGAGEMENT AND VALUE FUSION: THE BLENDING OF CONSUMER AND FIRM VALUE**

Prof. Edward Malthouse (Chicago University)

17.00 – 17.15

**WRAP-UP SESSION**

Pierre-Nicolas Schwab, Big Data/CRM Manager (RTBF)

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**Tuesday 13 December 2016**

**9.45 – 15.30**

9.45 – 10.00

**OPENING REMARKS & WRAP UP OF DAY 1**

Pierre-Nicolas Schwab, Big Data/CRM Manager (RTBF)

10.00 – 10.45

**THE ROLE OF MEDIA IN PERSONALITY BUILDING**

Emmanuel Tourpe, Director of Programming TV (RTBF)

10.45 – 11.30

**DATAFYING THE PUBLIC SPHERE: MEDIA, DATA AND DEMOCRACY**

Assistant Professor Mirko Schäfer (Utrecht University)

11.30 – 11.45

*Coffee Break*

11.45 – 13.00

**CO-CREATION WORKSHOP PART 1**

Moderated by Michel Duchateau, Co-designer & Coach (Fit4Start Acceleration Program)

13.00 – 13.45

*Lunch*

13.45 – 15.00

**CO-CREATION WORKSHOP PART 2**

Moderated by Michel Duchateau, Co-designer & Coach (Fit4Start Acceleration Program)

15.00 – 15.30

**CONCLUSIVE REMARKS**

Pierre-Nicolas Schwab, Big Data/CRM Manager (RTBF) and Guillaume Klossa, Director of Public Affairs and Communication (EBU)