



THE VOICE OF PSM

30 & 31 MARCH 2017

ROME / Rai

AGENDA

Day 1 – Thursday 30 March

Moderated by Michelle Roverelli, EBU Head of Communications

- 09:30 **Coffee and registration**
- 10:00–10:30 **Welcome**
Simona Martorelli, Deputy Director International Relations, Rai, Guillaume Klossa, EBU Director, Public Affairs & Communications, and Joseph Hoban (RTÉ) Chair of the EBU Communications Directors Group
- 10:30–11:30 **Introduction of participants, upcoming communication challenges and any projects they wish to share/show**
- 11:30–12:00 **Update on PSM Marketing Campaign**, Joseph Hoban (RTÉ) Chair of the EBU Communications Directors Group
- 12:00–12:30 **The rebranding of Rai**, Roberto Bagatti, Chief of Brand and Creative, Rai
- 12:30–14.00 **Lunch**
- 14.00 **Bus leaves for Eurovision Rome offices**
- 14:45–15.15 **Presentation of Eurovision Rome**, Elena Pinaridi, News Bureau Chief and Managing Director
- 15.15-16.30 **Talks from external speakers:**

Jonathan Dumont, Head of Television Communications, World Food Programme (WFP). Followed by open forum: questions, comments or observations from the group.
- 16:30-18.30 **Visit of the Vatican Museums followed by a cocktail**
- 19.00-21.00 **Networking Dinner**. Venue: Da Romolo alla Mole Adriana, Vicolo del Campanile 12, 00193 Rome
- 21:00 **Bus to Hotel Donna Laura**

Day 2 – Friday 31 March

Moderated by Michelle Roverelli, EBU Head of Communications

9:30–10:00 **Rai in digital transformation**, Antonella Di Lazzaro, Chief Social Media and Digital Marketing, Rai.

10.00-11.30 **Showcase session:**

SRF's Public Value Campaign, Alex Hefter, Creative Director & Head of Brand and Marketing, SFR, Switzerland

Analysis of media coverage; the key to appropriate positioning of PSM, Sabrina Povšič Štimec, Head of Public Relations, RTVSLO, Slovenia

How Sveriges Radio communicates its public value and contribution to society, Johan Ljungström, Brand Manager, Sveriges Radio

11:30 **Group Photo**

12:00–12.30 **Wrap-up and next steps**

12:30–14:00 **Lunch**

14:00 **Ends**
