EBU BIG DATA CONFERENCE 2018
28 FEBRUARY AND 1 MARCH

DRAFT AGENDA

Day 1 – Wednesday 28 February
12:00 - 17:45

12:00 - 13:00
Arrival of participants and buffet lunch

13:00 - 13:10
WELCOME AND INTRODUCTION
Noel Curran, EBU Director General

13:10 - 13:40
KEYNOTE
HOW HAS DATA CHANGED THE MARKET? AND WHAT IS IN THERE FOR MEDIA COMPANIES?

Hear from a business technology leader and serial entrepreneur about how data strategies could change your business, and how to manage that change.

Carl-Johan Nakamura*, Chief Data Steward at IBM, Philadelphia, USA

13:40 - 14:45
IMPLEMENTING BIG DATA STRATEGIES: INSIGHTS FROM THE MEDIA SECTOR AND BEYOND

Compare data strategies from different companies and take home some inspiration for the media sector.

Moderator: Pierre-Nicolas Schwab, Big Data/CRM Manager, RTBF and BDI Chair
Annick Deseure, Digital Manager Data, Mediahuis
Linda Van Dijk, Ad. Director Analytics, DKV
Xavier Valentini, Customer Insights Manager, Delhaize

14:45 - 15:00
Break
15:00 - 16:15
AWAKE THE SLEEPING GIANTS! BRINGING DATA JOURNALISM INTO THE NEWSROOM

Make sure your organisation is not left behind when it comes to mobilizing data and technology to enhance the quality and relevance of reporting.

Moderator: Mirko Lorenz, Innovation Manager, Deutsche Welle
Keynote: John Burn-Murdoch, Senior Data Visualization, GEN Data Journalism awards winner, Financial Times
Moderated discussion:
Sylke Gruhnwald, Head of data journalism, "Republik" and Chairwoman of Journalismfund.eu
Julian Schmidli, Reporter, SRF Data Team
David Bauer, Head of Storytelling, NZZ

16:15 - 17:00
TEAMING UP TO INCREASE IMPACT OF (DATA) JOURNALISM

Find out about previous EBU data journalism workshops, meet the talents behind successful collaborative projects and create opportunities to team up.

Moderator: Madiana Asseraf, head of Media Strategy and Development, EBU
Gian Paolo Accardo, co-founder and CEO of VoxEurop, Editorial coordinator of the European Data Journalism Network
Christine Jeavans, Senior Data Journalists, BBC
Uli Koppen, Head of Data, BR
Teemo Teebest, Data Journalist, YLE

17:00 - 17:45
STARTING A (DATA) JOURNALISM PROJECT

Moderator: Mirko Lorenz, Deutsche Welle
Demo: Data journalism at a glance
By Alberto Messina, Senior Research Engineer, RAI

DATA, ELECTIONS, POLLS AND THE DEMOCRATIC GAME

Moderator: Guillaume Klossa, co-founder, Civico.eu
Leendert de Voogd, Project Director Social Intelligence and Analytics, IPSOS
Vidya Narayanan, Researcher, Computational Propaganda Project, Oxford University

17:45 - 18:00
WRAP-UP
Followed by cocktail reception
Day 2, Thursday 1 March

09:00 - 16:30

09:00 - 09:30
Arrival of participants and refreshments

09:30 - 09:40
WELCOME
Guenaëlle Collet, EBU Big Data Initiative Manager

09:40 - 10:00
KEYNOTE
DATA: DISRUPTION FOR THE BETTER? HOW TO EMBRACE CHANGE

Initiating change is sooner said than done. One of the worlds' leading authorities on decision making will share his views on ways to bring in and exploit expertise for the best.

Fernand Gobet, PhD, Professor of Decision Making and Expertise, University of Liverpool*

10:00 - 11:00
THIS IS NOT A BIG DATA PROJECT: CULTURAL CHANGE MANAGEMENT (AND HOW TO OVERCOME INTERNAL RESISTANCE)

Find out how to proceed to bring data into your strategy and implement a multi-functional culture throughout your organization with full support from top level management.

Moderator: Lucy Campbell, Marketing Director TV & Digital, RTÉ
Ashley Friedlein, eConsultancy founder
Jente de Ridder, Senior Web Analyst, Humix
Gunilla Ohls, Director of Strategy and Business Development, YLE
Emilie Nenquin, Head of CRM, VRT

11:00 - 11:15
Break

11:15 – 12:15
PERSONALIZATION: USE CASES

Personalization in all its forms and shapes: embark on a tour to discover a variety of useful experiences by public service broadcasters.

Moderator: Michael Barroco, Head of Software Engineering, EBU
Personalized radio by Henrik Tornberg, Product Owner and Project Manager, SR
Tou.TV: recommendation designed by broadcasters for broadcasters by Maxime Caron, Radio Canada*
Data labs for creative and collaborative solutions by Michael de Lucia, Head of Digital Innovation, RTS

12:15 – 13:00

INTERACTIVE DISCUSSION ABOUT PEACH: PERSONALIZATION FOR EACH IN-HOUSE COLLABORATIVE PROJECT
Sebastien Noir, Product Owner, EBU

IMPLEMENTING AN SSO STEP BY STEP
Pierre-Nicolas Schwab, RTBF

13:00 – 14:00
Lunch

14:00 – 15:00
NEW DATA STREAMS, NEW METRICS, NEW TECHNIQUES: REVAMPING MEASUREMENT
Let's discuss the latest data-related developments in audience measurement, understand their impact and discover new opportunities for research & analytics teams
Moderator: David Teague, Head of Data Analytics and Insights, BBC
Eija Moisala, Head of Smart Data and Audience Insight, YLE
Ignacio Gomez, Director of Analytics & New Projects, RTVE
Eva Sassmann, Head of Research and Market Development, ORF

15:00 – 16:15
CHILDREN AND DATA: HOW TO SHAPE A SAFE AND ENABLING ENVIRONMENT
Consent is key to ensure a trusted relationship with audiences and all the more so when it comes to children and youngsters. Find out best practices and original ideas to reach your goal.
Moderator: Robert Amlung, Head of Digital Strategy, ZDF
Alton Grizzle, Programme Specialist, Communication and Information Sector, UNESCO
John Carr, member of the Executive Board of the UK Council on Child Internet Safety

16:15 – 16:30
WRAP-UP AND NEXT STEPS
EBU Big Data Initiative steering group

*To be confirmed