



THE VOICE OF PSM

7 - 8 JUNE 2018

EBU HEADQUARTERS, GENEVA

AGENDA

Day 1 – Thursday 7 June

Moderated by Michelle Roverelli, EBU Head of Communications, Marketing and Events

- 9.00 - 9.15 **Coffee and registration**
- 9.15 - 9.45 **Welcome** by Noel Curran, EBU Director General, Vanessa O'Connor, EBU Director of Member Relations and Communications and Joseph Hoban, Chair of the EBU Communications Directors Group, RTÉ
- 9.45 - 10.15 **Welcome to the EBU!** – Discover the range of services you can benefit from as a Member, Peter Vickers, EBU Deputy Director
- 10.15 - 11.30 **Introduction of participants and Proud to Present session**
- 11.30 - 12.00 **"All that we share"** – An award winning public value campaign by TV2 in Denmark, Vicky Wassmann Dahi, Head of Branding, TV2
- 12.00 - 12.30 **A focus on the *Contribution to Society* initiative and EBU Connect** – Roberto Suárez Candel, Head of Strategy and Media Intelligence Service, David Fernandez Quijada, Manager of the Media Intelligence Service, Teija Korkeamaa, YLE Brand Manager, and Anne Brochot, EBU Senior Project Manager
- 12.30 - 14.00 **Group Photo and Lunch**
- 14.00 - 14.30 **Visit to the Eurovision Master Control Room**
- 14.30 - 15.00 **Storyboard** – Discover a great new tool developed by the EBU which brings radio to social, Christophe Pasquier, Radio and Digital Sports Manager, EBU
- 15.00 - 15.45 **Keep Media Good: Proud to Present Session** from participating Members, introduced by Anne Faulkner, Upstream Ltd
- 15.45 - 16.30 **Keep Media Good: What's Next?** – Joseph Hoban, RTÉ, and Anne Faulkner, Upstream Ltd
- 16.30 - 17.30 **Introduction to Day Two: Design Thinking Workshop** – Neal Stone, leapSTONE UK
- 17.30 **End of Day One**
- 19.30 **Networking Dinner at Restaurant le Creux-de-Genthod**
(Route du Creux-de-Genthod 29, 1294 Genthod)

Day 2 – Friday 8 June

Moderated by Michelle Roverelli, EBU Head of Communications, Marketing and Events

9.30 - 10.00 **The Swiss 'No Billag' case study** – How Swiss broadcasters successfully won public trust and support in a nation-wide referendum against PSM, Manon Romerio, Director of Corporate Communications, RTS

10.00 - 12.30 **Design Thinking Workshop** – Neal Stone, leapSTONE UK. Design Thinking has the power to generate new ideas for programmes, formats or strategies. This collaborative and creative workshop will introduce you to design thinking and explore how you might benefit from using it as part of a framework for innovation.

12.30 - 13.00 **Wrap-up and next meeting**

13.00 - 14.00 **Lunch**

14:00 **Ends**