

**DEUTSCHE WELLE HEADQUARTERS, BONN**

AGENDA

Day 1 – Thursday 22 November

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

9.00 - 9.15 **Coffee and registration**

9.15 - 9.45 **Welcome and presentation of Deutsche Welle**, Joseph Hoban, Chair of the EBU Communications Directors Group, RTÉ, and Christoph Jumpelt, Spokesperson and Head of Corporate Communications, Deutsche Welle

9.45 - 10.15 **Introduction of participants**

10:15- 10.45 **Deutsche Welle's diversity, internationalism, and multi- culturalism**, Barbara Massing, Director of Administration, Deutsche Welle

10.45 - 11.30 **Proud to Present: Licence Fee & Public Value Campaigns**

Speakers:

Sarah Aspinall, Head of Communications for Strategic Planning & Campaign, BBC

Joseph Hoban, Head of Communications and Corporate Engagement, RTÉ

Robert Arndt, Referee Public Value Coordination, ARD

11.30 - 12.00 **Propaganda and social media trolls**, Ingo Mannteufel, Head of Russian and Ukrainian Desk, Deutsche Welle

12.00 - 13.30 **Networking Lunch**

13.30 - 14.00 **Deutsche Welle's Digital Lab**, Andreas Giefer, Editor, Deutsche Welle

14.00- 14.30 **Challenges of communicating key issues for mankind**, Alexandre Saier, Head of Communications, United Nations Framework Convention on Climate Change (UNFCCC)

14.30- 15.30 **Proud to Present: Internal Communications**

Speakers:

Philipp Schäfer, Head of Marketing, Deutsche Welle

Axelle Pollet, Spokesperson, RTBF

Sabrina Povšič Štimec, Deputy Head of Public Relations, RTV Slovenija

Marina Ramos, Director of Communications and Marketing, RTP

15.30- 15.45 **Coffee Break and Group Photo**

15.45- 17.15 **Award-winning employee experience and internal communication campaigns**, Carol Whitworth, Founder, Home.

17.15 **End of Day One**

19.00 **Networking Dinner at Bierhaus Machold Heerstraße 52 - 53111 Bonn**

Day 2 – Friday 23 November

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

9.00-10.00 **Proud to Present: Creative Campaigns** from France Télévisions, Rai, RTV Slovenija and Česká televize

10:00 - 12.00 **Contribution to Society workshop**, David Fernandez Quijada, Manager of the Media Intelligence Service, EBU.

Public Service Media organizations increasingly need to develop a new narrative and corporate strategies focused on delivering societal value. This hands-on workshop aims to foster dialogue and exchange among participants on the do's and don'ts of communicating how citizens and other stakeholders benefit from PSM, and test actionable ideas for achieving successful and impactful communications.

12.00 - 12.15 **Wrap-up**

12.15 - 13.00 **Lunch**

13:00 **Ends**