



THE VOICE OF PSM

7-8 NOVEMBER 2019

NPO/NOS, HILVERSUM

AGENDA

Day 1 – Thursday 7 November

Moderated by Anne Faulkner

13.00 – 14.00 **Registration & light lunch**

14.00 – 14.30 **Opening** by Joseph Hoban, Chair of the Communications Directors Expert Group and Head of Communications and Corporate Engagement, RTÉ and Michelle Roverelli, Head of Communications, Marketing and Events, EBU.

Welcome by Shula Rijxman, NPO Director General

14.30 - 15.00 **Introduction of participants**

15.00-15.50 **The 2020 Eurovision Song Contest**

- **Next Year's Eurovision Song Contest**, Sietse Bakker is Executive Producer Event of the ESC. In this session he provides delegates with an exclusive overview of Netherlands 2020

- **Communicating the Song Contest**, Dave Goodman is Eurovision Song Contest Communications Lead. Dave will outline the communications approach for 2020

15.50 - 16.15 **Coffee Break and Group Photo**

16.15 - 16.45 **A Narrative for Public Service Media**, David Fernandez Quijada is Manager of the EBU's Media Intelligence Service. David will brief delegates on next-stage plans for creating compelling shared narratives for public media.

16.45 - 17.45 **Public Service, By Design: Branding Public Media**

- **TG4's brand story** Lís Ni Dhálaigh is Director of Marketing at TG4, Ireland's national Irish-language television service. Long regarded a brand beacon in Irish life, Lís tells us the story of the station that sees it differently.

- **The Rebranding of France Télévisions** Philippe Delouvre is Head of Branding, at France Télévisions. The rebranding of FT's service portfolio unlocks some fascinating insights into the role of public media in the digital age.

17.45 *Bus to the hotels*

19.15 *Bus to the restaurant*

19.30- 21.30 **Networking Dinner:** Restaurant Meddens, Kerkstraat 112, Hilversum

21.30 *Bus back to the hotels*

Day 2 – Friday 8 November

8.45 *Bus to NPO*

9.00- 9.15 **The EBU's Member Services Strategy**, Vanessa O'Connor, Director of Member Relations and Communications, EBU. Vanessa will talk us through a 3-year journey that will lead the EBU to a sharper focus on Members' needs and expectations for greater value, impact and more efficiency

9.15- 10.00 **Proud to Present: Public Value Campaigns**

NPO and ARD present two creative marketing campaigns designed to showcase the value public service media brings to society.

- **NPO**. Arthur Schuitemaker is Communications Manager at NPO. Arthur tells us about the successful public value campaign NPO launched last May and share insightful key learnings with the group.

- **ARD**. Julia Niesert, Comms Lead for ARD's General Secretariat, will give the group a sneak preview of their upcoming "Tell Me About You" campaign which will run nation-wide on all ARD channels as of December.

10.00 – 10.30 **The do's and don'ts of stakeholder management**, Majorie Dijkstra, Senior Consultant, Reputatiegroep

10.30-10.45 **Coffee Break**

10.45- 11.30 **Proud to Present: Diversity and Inclusion**

D&I is now a major part of any business, framing internal cultures and external reputations alike.

- **AVROTROS** is one of the Dutch Public Broadcasters. Mark Willems and Marloes Leeuw tell us about their recent Pride campaign, part of the reputational rebirth for the company.

- **RTÉ** Joseph Hoban showcases RTÉ's first-ever Pride campaign, "Pride in Our People", outlining how RTÉ aligned with Pride in order to vocalise its own evolving diversity position.

11.30- 12:00 **Keep Media Good**

The Keep Media Good campaign has gone from strength to strength. Joseph Hoban, Anne Faulkner and Michelle Roverelli present an overview of 2019 so far, the next stage in the campaign, and look forward to 2020.

12.00 – 13.00 **Lunch**