



THE VOICE OF PSM

28 MARCH 2019
EBU BRUSSELS OFFICE

AGENDA

Thursday 28 MARCH

Moderated by Anne Faulkner, Upstream Ltd (IE)

9.00 - 9.15 **Coffee and registration**

9.15 - 9.45 **Welcome** by Joseph Hoban, Chair of the EBU Communications Directors Group, RTÉ, and Michelle Roverelli, Head of Communications, Marketing and Events, EBU

9.45 - 10.15 **Introduction of participants**

10.15 – 10.45 **The challenge of communicating 'Europe'**, Sixtine Bouygues, Deputy Director General, Directorate General for Communication, European Commission

10.45 - 11.00 **Coffee break**

11.00 - 12.00 **Media literacy:**

- **What, why and how (with case studies from Members)**, Martina Chapman, media literacy expert and member of the EBU Academy faculty
- **All-Ireland campaign on media literacy**, Joseph Hoban, Head of Communications & Corporate Engagement, RTÉ

12.00 - 13.30 **Group Photo and Lunch**

13.30 - 14.15 **Stakeholder engagement tools and techniques in Brussels**, Christophe Lécureuil, Executive Director ECPA, European Centre for Public Affairs

14.15- 14.45 **The EU Election's Eurovision Debate and its digital strategy**, Stefano Salucci, Digital Community Manager, EBU

14.45 - 15.45 **PSM and Gender Diversity:**

- **Findings of a new EBU study on gender diversity and balance**, Florence Hartmann, Senior Media Analyst, EBU
- **Keep Media Good for International Women's Day**, Joseph Hoban, Head of Communications & Corporate Engagement, RTÉ
- **RTBF's digital gender diversity campaign**, Axelle Pollet, Spokesperson, Corporate Communications & Public Affairs, RTBF

15.45 - 16.00 **Coffee break**

16.00 - 16.30 **This year's Eurovision Song Contest**, Dave Goodman, Senior Comms Officer, EBU

16.30- 17.00 **Proud to Present from participating Members**

17.00 **Ends**