



THE VOICE OF PSM

28 & 29 APRIL 2016

HELSINKI / Yle

AGENDA

Day 1 – Thursday 28 April

Moderated by Michelle Roverelli, EBU Head of Communications

- 09:30 **Coffee and registration**
- 10:00–10:15 **Welcome**
Lauri Kivinen, Director General of Yle and Guillaume Klossa, EBU Director, Public Affairs & Communications
- 10:15–10:30 **Introducing new Members**
- 10:30–11:15 **PSM brand core and creative brief-** Joseph Hoban, Head of Communications & Brand Development, RTÉ and Anne Faulkner, Director Upstream Ltd.
- 11:15- 12:30 **How to communicate the value of PSM** – session curated by the Eurovision Connect Group

Georgina Seddon, Head of Marketing, BBC Central Brand, and Colin Watkins, Head of Communications, Digital, Technology, Innovation, BBC

Reija Hvarinen, Director of Communications, Yle and Teija Korkeamaa-Kokkonen, Marketing Manager, Yle

Kristel Maran, Head of Marketing & Communications, Estonian Public Broadcasting
- 12:30–13:30 **Lunch**
- 13:30–14:15 **Cases and insights behind the most creative marketing in Europe,** Toni Tiusanen, Creative Director, Bob the Robot
- 14:15-16:30 **Workshop - Develop messages and a strapline for a PSM marketing campaign,** session moderated by Anne Faulkner, Director Upstream Ltd
- 16:30 **Guided visit of Yle’s Multimedia Newsroom**
- 17:30 **End of day one**
- 19:30 **Networking dinner** [Restaurant Kappeli](#), Eteläesplanadi 1, 00130 Helsinki

Day 2 – Friday 29 April

Moderated by Michelle Roverelli, EBU Head of Communications

9:30–11:30 **A social media campaign for PSM-** session curated by the Eurovision Social Media Trends Network

Madiana Asseraf, Senior Online Development Manager, EBU

Joseph Hoban, Head of Communications and Brand Development, RTÉ

Tuija Aalto, Head of Social Media and Market Intelligence, Yle

Larent Dehasse, Head of Sales and Partnerships, Vigiglobe

Stina Varsikko, COO Splay Networks Suomi

11:30 **Group Photo**

11:45- 12:00 **Contribution to Society: 2016 activities**, Roberto Suárez Candel, EBU Head of the Media Intelligence Service

12:00–12.30 **Wrap-up & next steps**

12:30–14:00 **Lunch**

14:00 **Ends**
