



THE VOICE OF PSM

23 & 24 NOVEMBER 2017

LISBON / RTP/Hotel VIP Lisbon

AGENDA

Day 1 – Thursday 23 November

Moderated by Michelle Roverelli, EBU Head of Communications

12:30–14.00 **Lunch and registration**

14.00 **Welcome** by RTP President Dr. Gonçalo Reis, and Guillaume Klossa, EBU Director of Public affairs and Communications

14:15–14.30 **Presentation of RTP**, Marina Ramos, Director of Communications and Marketing at RTP

14.30-15.30 **Proud to present session from Members.** Followed by open forum: questions, comments or observations from the group.

15:30-15.45 **Coffee break**

15.45-17.00 **PSM Marketing Campaign.** Presentation of the campaign after its launch (8 November) by the EBU project team and participating Members.

17:15 **Guided visit of MAAT** – Portugal's Museum of Art, Architecture and Technology

19:45 **Dinner** at Restaurante " Bica do Sapato"

Day 2 – Friday 24 November

Moderated by Michelle Roverelli, EBU Head of Communications

9:30–10:15 **The European Championships**, James Mulligan, Director of Communications, European Athletics Federation, and communications lead for the Championships.

10.15-11.30 **Portugal's 2018 Eurovision Song Contest**, Nicolau Tudela, RTP's art director and Gonçalo Madaíl, Deputy Director, RTP 1 and Director of RTP Memória.

11:30 **Group Photo**

12:00–12.30 **Wrap-up and next steps**

12:30–14:00 **Lunch**

14:00 **Ends**
