



## THE VOICE OF PSM

WHERE COMMUNICATIONS PROFESSIONALS FROM PSM  
NETWORK, LEARN & SHARE

19 & 20 MARCH 2015  
PARIS / FRANCE TELEVISION

## AGENDA

### Day 1 – Thursday 19 March (9.30-17.30)

Moderated by Tokunbo Salako, Senior Producer, euronews & independent media training consultant

09.30 **Coffee and registration**

10.00–10.15 **Welcome**

Rémy Pflimlin, President France Télévisions, and Guillaume Klossa, EBU Director of Public Affairs & Communications

10.15–11.15 **Tour de table – your individual brand challenges**

11.15–12.30 **Positioning the PSM brand – case studies**

Ignacio Gómez-Acebo, Director of Programming & Production Strategy, RTVE (ES)

Teija Korkeamaa, Marketing Manager, YLE (FI)

Justin Bairamian, Creative Director, Marketing & Advertising Department, BBC (GB)

12.30–14.00 **Lunch**

14.00–14.30 **A short history of how brands stay relevant**

Morgan Holt, Global Principal & Strategy Director, Wolff Olins

14.30–15.45 **Workshop - Reinvigorating the PSM brand: messages, positioning, look and feel**

15.45–16.00 **Coffee break**

16.00–16.45 **Team debrief: knowledge sharing and a summary of ideas**

16.45 **Guided visit to France Télévisions**

17.30 **End of day one**

19.30 **Drinks and dinner**

*Le Terroir Parisien, 20 rue Saint-Victor, 75005 Paris*

## Day 2 – Friday 20 March 2015 (9.30-14.00)

Moderated by Tokunbo Salako, Senior Producer, euronews & independent media training consultant

- 9.30–9.45 **Welcome**  
Frédéric Olivennes, Director Communications and Marketing, France Télévisions
- 9.45–10.15 **Crisis communications: member case studies**  
  
Frédéric Olivennes, Director Communications & Marketing, France Télévisions  
**Surviving a crisis: reputation management**
- 10.15–10.45 **Coffee break and group photo**
- 10.45–11.30 Joe Hoban, Head of Communications & Brand Development, RTÉ (IE)  
**Tweeting the record straight: taking control of our story**  
  
Tokunbo Salako, Senior Producer, euronews & independent media training consultant  
**"Preparing to deal with a crisis - NATO's maritime manoeuvres"**
- 11.30–12.00 **Communicating more effectively to our Membership**  
Peter Vickers, deputy director EBU Public Affairs & Communications
- 12.00–12.30 **Wrap-up and tour de table**  
Your priorities for 2015
- 12.30–14.00 **Lunch**
- 14.00** **End**