

**THE VOICE OF PSM**

WHERE COMMUNICATIONS PROFESSIONALS  
FROM PSM, *NETWORK, LEARN & SHARE*

**19 & 20 NOVEMBER  
CZECH TELEVISION**

**AGENDA****Day 1 – Thursday 19 November**

Moderated by Peter Vickers, Deputy Director, Public Affairs & Communications, EBU

- 09:30            **Coffee and registration**
- 10:00–10:15   **Welcome**  
Petr Dvořák, Director General of Czech Television and Guillaume Klossa, EBU Director,  
Public Affairs & Communications
- 10:15–11:15   **Tour de table-** show us your most recent best campaigns/ads/projects
- 11:15–11:30   **The results of the Czech peer-to-peer review-** Vit Kolář, Director of Communications  
and External Relations, Czech Television
- 11.30- 12.30   **How Members are assessing and communicating around their contribution to  
Society**  
  
Klavs Radzins, Director of Communications, Latvian TV  
  
Manon Fargues- Romerio, Director of Corporate Communications, RTS Switzerland  
  
Per-Erik Wolff, Manager Public Affairs/Media Policy, ARD Germany
- 12:30–14:00   **Lunch**
- 14:00–14:30   **EBU project: PSM Contribution to Society** – Dr. Roberto Suárez Candel,  
Head of the Media Intelligence Service, EBU
- 14:30–15:45   **Workshop- How to communicate our contribution to society?**
- 15:45–16:00   **Coffee break**
- 16:00–17:00   **Team debrief: knowledge sharing and a summary of ideas**
- 17:00            **Guided visit of Czech Television**
- 18:00            **End of day one**
- 20:00            **Dinner** (venue TBC)

## Day 2 – Friday 20 November

Moderated by Peter Vickers, Deputy Director, Public Affairs & Communications, EBU

- 9:30–10.15 **Organizing and executing an effective campaign**  
Simon Goff, Strategy Director, Purpose London
- 10:15–11.00 **Elections- Voice of PSM Steering Group**
- 11.00- 11:15 *Group photo with new steering group*
- 11:15–11.45 **Introducing the EUROVISION 2015 Climate Change Debate**  
Mike Mullane, Head of Media Online, EBU
- 11.45–12:30 **Wrap-up and tour de table**
- 12:30–14:00 **Lunch**
- 14:00** **Ends**