



# EBU International Training Assembly

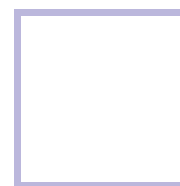
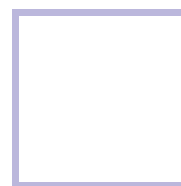
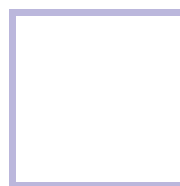
**Creativity at the heart of  
Public Service Broadcasting**

**Final Programme**

EBU, Geneva, Switzerland  
5 and 6 October 2005



## Wednesday 5 October



09:00 – 09:30

Registration & coffee

Chairman

Juhani Wiio, Head of Corporate Development, YLE, Finland, and Chairman of EBU International Training Steering Committee

09:30 – 09:45

**Welcome address**

by Jean Réveillon, EBU Secretary General

### 09:45 – 13:00 **Session 1 – How to turn creativity into a training agenda**

Public Service Broadcasters have to be original and find ideas to sustain their remit. Creativity is a must but how do we nurture it? How do Training and Development managers turn this necessity into a feasible training agenda? How do we teach people the creative skills (at individual level, team level)? How do we make the best of the creative opportunities offered by the new technologies? How do we stimulate the creative democracy in each organization?

09:45 – 10:15

**Create your creativity**

by Björn Erichsen, Director of TV Department, EBU, Switzerland

- Creativity in broadcasting: are you ready for tomorrow? How can we learn from other industries?
- How to “organize” creativity? Does creativity really thrive through freedom, or do you need a framework?
- How to detect creative minds and make them deliver? How to set an agenda for creativity?

10:15 – 10:45

**Fuel your inspiration with SRDRS**

by Heinrich Anker, Controller, SRDRS, Switzerland

- Creativity in programming: how does SRDRS stimulate new ideas, new formats, new programmes?
- Creativity for the audience: how does SRDRS select themes and topics close to the people? How to reach the audience through the various digital platforms?
- Creativity in the company: how does SRDRS stimulate new projects and how does encourage creativity in its staff?

10:45 – 11:15

**Discussion**

11:15 – 11:45

Coffee break

11:45 – 12:30

**Creativity at the BBC: a strategy at the level of a whole organization**  
by Nigel Paine, Head of BBC Training & Development and Frank Ash, BBC Training, United Kingdom

- What makes creativity important in Media industries.
- How this fits into the overall framework of training and development.
- What we want the BBC to be like.

12:30 – 13:00

**Discussion**

13:00 – 14:30

Lunch



## 14:30 – 18:00 Session 2 – Workshops

14:30 – 14:40

### Introduction

by Irena Kidybinska, TVP, Poland, EBU International Training Steering Committee member

14:40 – 17:00

### Participants work on the topic of their choice

- **Workshop 1: Creativity in radio: together united!**  
moderated by Michaela Catineanu, ROR, Romania and Pierre-Yves Tribolet, Head of Euroradio/Classics, EBU, Switzerland

New medias have paved fresh avenues for radio broadcasters and made radio ever more relevant to the general public. However, resources remain often scarce and radio channels tend to focus only on their national environment.

Being creative is a must but how to turn creativity into concrete achievements?

Going beyond national and cultural boundaries, making the best of the EBU collaborative structures and sharing resources between radios can be the solution.

Listen to 3 EBU success stories and come up with your own ideas!

- **Workshop 2: Creative Connections**  
moderated by Frank Ash, BBC Training, United Kingdom

How to ensure that audiences are at the heart of the innovation process

Former Director General, Greg Dyke articulated his vision that the BBC must become the most creative organisation in the world and that audiences must be at the heart of everything we do.

This is the story of how the creative and audience initiatives over the last four years have begun to transform the way we think and the way we work to make the vision happen.

And we encourage you to participate in the process.

- **Workshop 3: Creative opportunities & skills for TV**  
moderated by Georges Golenzer, France Télévisions, France

“Workflow training” in a digital environment

Digital production is on our door-step. To train people to the new workflows generated by digitalisation and new technologies is now a necessity.

We encourage you to think about this challenge and answer the following questions:

- Who are the actors at the centre-stage?
- What kind of tools do we have to carry out such a project that can last several months?
- How to organise a training plan accordingly?
- How to best adapt our workflow training to the users and tools at our disposal?
- How to evaluate such experiences?



- **Workshop 4: Creativity: being practical**  
moderated by Marita Lewening & Alexander Hesse, ZDF, Germany

As a very successful example on the German TV Market, ZDF will present a format called "Unsere Besten" (Our Bests), format "Great Britains", licensed by BBC. With participants of the workshop we would like to work out the creative steps in the process from finding the idea up to broadcasting a promising new program.

17:00 – 17:30

- Presentation in plenary session of the groups' work**  
moderated by Irena Kidybinska, TVP, Poland

19:30

Dinner Cruise on 1907 Paddlewheel Boat "Vevey"



## Thursday 6 October

### 09:30 – 16:30 Session 3 – EBU International Training activities

09:30 – 11:00

**EBU International Training 2005 highlights**

- Steering Committee report including EBU International Training website
- **ENTV long-term training on digital technology**  
by Amina Debbache, ENTV, Algeria
- **"Radio programme development"**  
by Pamela Taylor, Journalist & Media adviser
- **Cross-disciplinary group on "Quality programming"**  
by Jesper Hyhne Petersen, DR, Denmark,  
Kaat Desmet, VRT, Belgium,  
Bente Norkjaer, DR, Denmark

11:00 – 11:30

Coffee break

11:30 – 13:00

**EBU International Training 2005 highlights (continues)**

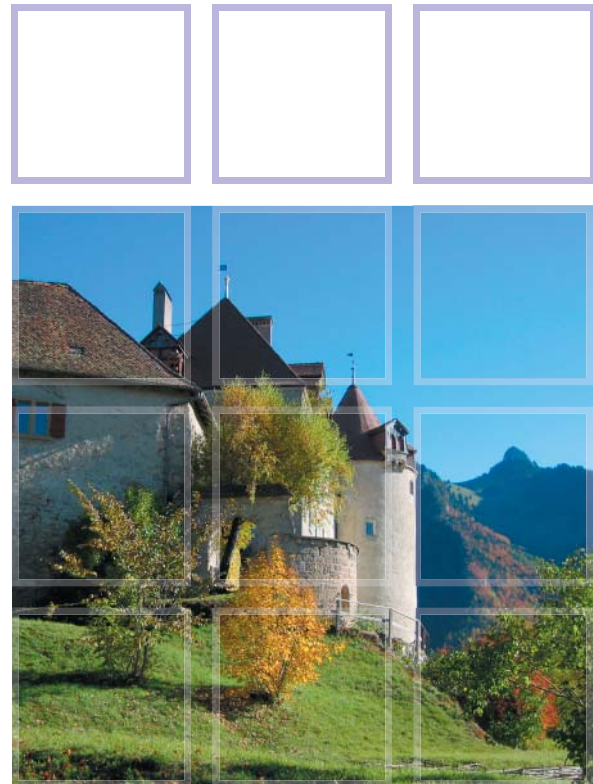
- **"Finance & broadcasting" workshops**  
by Julian Ekiert, Finance Department, EBU, Switzerland
- **"Week of the News" seminar**  
by Tony Naets, Eurovision, Switzerland
- **"Production Technology" & "Networks" seminars**  
by Phil Laven, Technical Department, EBU, Switzerland



## Friday 7 October

### Excursion to Gruyères

- |               |  |
|---------------|--|
| 08:15         | Departure from the EBU Geneva  |
| 10:30 – 11:30 | <b>Visit of “La Maison du Gruyères”</b><br>Discover all the secrets of “Gruyères” cheese-making process thanks to the interactive exhibition       |
| 11:45 – 12:30 | <b>Free time in Gruyères</b><br>Wander through this quaint medieval town located in the midst of the green Alpine foothills.                       |
| 12:30 – 14:30 | <b>Lunch at the restaurant “Les Remparts”</b><br>This restaurant is located in a typical 16th century city house                                   |
| 14:30 – 15:30 | <b>Visit of the castle of Gruyères</b><br>Our guided tour of the castle will take us through eight centuries of architecture, history and culture. |
| 18:00         | Arrival at the EBU Geneva  |



## General information

### Target audience

- EBU Members
- Heads of training and international relations

### Language

Simultaneous interpretation between English and French will be provided.

### Venue

EBU Headquarters  
Conference room: "Montreux"  
17 Ancienne Route  
CH - 1218 Grand-Saconnex / Geneva  
Switzerland

### Hotel accommodation

Block bookings have been made in the hotels mentioned below. Your request for hotel accommodation should be addressed to the EBU using the enclosed *Registration form*. The EBU will send you a confirmation together with further information.

#### Sofitel \*\*\*\*

18-20, rue du Cendrier  
Geneva city centre - right bank  
Price:

CHF 230.- single room  
Breakfast: CHF 35.-  
Local tax: CHF 2.60 / pers.

#### Midi \*\*\*\*

Quai des Bergues  
Place Chevelu 4  
Geneva city centre - right bank  
Price:

CHF 190.- single room  
Breakfast: CHF 24.-  
Local tax: CHF 2.60 / pers.

#### Ibis \*\*\*

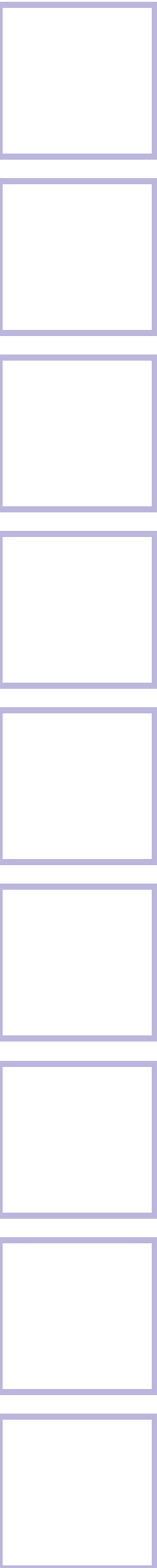
Ch. de la Violette 10  
Geneva - airport (free shuttle)  
Price:

CHF 131.- single room  
incl. breakfast  
Local tax: CHF 1.95 / pers.

### Contacts

If you require any further information please contact:

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[www.ebu.ch/training](http://www.ebu.ch/training)



13:00 – 14:30

Lunch

14:30 – 17:00

## 2006 proposals

Discussion with participants moderated by Irena Kidybinska, TVP, Poland

14:30 – 15:15

### – For TV people

What is currently happening in HD? What are the future training needs?

facilitated by Georges Golenzer, France Télévisions and Nigel Paine, BBC with the contribution of Hans Hoffmann, Senior engineer, Technical Department, EBU

14:30 – 15:15

### – For radio people

What are the training challenges with regard to digital platforms & multimedia?

facilitated by Eamon John Maguire, Head of RFI Talent+, France

15:15 – 17:00

## Discussion on main themes and ideas for 2006

17:00

## Conclusions from the Chairman

End of the Assembly



EBU International Training **Production**



EBU International Training **New Media**



EBU International Training **Journalism**



EBU International Training **Technology**



EBU International Training **Business**



EBU International Training



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