



EBU International Training Assembly

Learning transfer & Talent management
in the Digital Culture

Programme

Holiday Inn, Athens, Greece
11 and 12 October 2007

EBU International Training



Organized in partnership with ERT





Assembly |

The impact of digital culture: how broadcasters become “learning organizations” and find new ways to organize learning transfer and stimulate talents

- Staff members are part of complex digital production systems which require multi-skilling, knowing your place in the chain and a good understanding of your colleagues’ job.
- New systems and tools make it possible to produce all sorts of creative content but call for competent and versatile users.
- Managers can no longer think in “parts” but have to think in terms of “integration”.
- New combinations of skills and competencies are required: soft skills such as team-playing, project management, communication, ability to share your knowledge with your colleagues, curiosity and the ability to keep learning throughout one’s career are as important as the “hard” skills acquired during higher education and which need constant updating.

Objectives:

To highlight what the emergence of “digital culture” means for Training & Development managers in broadcasting organizations:

- a new role as facilitator and provider of tools for change
- alternative ways to scout new talents,
- different approaches to training staff and middle management promoting cross-fertilization

Thursday 11 October

09:00 – 09:15	Registration & coffee
Chairperson	Irena Kidybinska, Television Academy, TVP Human Resources & Development, Poland and Chairperson of EBU International Training Steering Committee
09:15 – 09:20	Welcome address by George Yfantis, General Director of Administration & Finance, ERT, Greece
09:20 – 09:35	Presentation of ERT by Mariza Fakli, EU Programmes administrator, ERT, Greece

09:35 – 10:30 Session 1 – Attracting talents from the outside

Moderator	Eric May , EBU International Training, Germany
09:35 – 10:00	“Five steps to television” – TVP Casting initiative by Jacek Mroczek, TV Academy, Poland <ul style="list-style-type: none"> – How to increase the creativity of the staff by including new talents in existing teams. – TVP invented a new recruiting method to incorporate young people (22 - 30 years) in the new thematic channels of TVP: Sport and News channels.
10:00 – 10:30	The Young Talents’ School – Media Academie by Hans Maas, General Manager, Media Academie. the Netherlands <ul style="list-style-type: none"> – The Young Talents School provides young and creative people with an opportunity to penetrate the closed professional circles of broadcasting. – Dutch broadcasters have been given access to a group of potential staff members they could hardly tap in before. – How to build a bridge between the “super users” from the New Media sphere and the broadcasting “establishment” . Including questions & answers
10:30 – 10:45	Introduction of the afternoon workshops by the facilitators Each participant can choose two workshops. Each workshop is run twice.
10:45 – 11:00	Coffee break including registration to the workshops



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11:00 – 13:15 Session 2 – Internal Cross-fertilization

Moderator Eric May , EBU International Training, Germany

11:00 – 11:30

DR Innovation Lab

by Heidi Sivabaek, DR, Denmark

- How can DR Learning & Development act as facilitator and provider of training tools to support DR Management 's initiatives.
- DR Innovation Lab was set up using the NABC approach; it promotes "user-driven" innovation as well as the concept of "innovation missionaries"

11:30 – 12:00

BBC Attachment scheme & "Hot Shoes" Programme

by Andrew Carmichael, External Partnership Manager, BBC Training & Development, UK

- **BBC Attachment scheme** fosters collaboration and promotes cross-fertilization: anyone in the organization can ask to be attached to another department for a period of 6 months.
- **BBC "Hot Shoes"**, a 2-week placement scheme across the organization designed as a tool to build bridges between departments and functions and to promote transversal networks

12:00 – 12:15

Coffee break

12:15 – 12:45

Oracle: integrating new staff, developing competencies and nurturing talents

by Aline Tingstroem, Organisation and Talent Development, Oracle EMEA, Switzerland

- Oracle is a key and global actor of the "digitization" of the business environment. In addition, thanks to its leadership position, Oracle has been recurrently faced with the challenge of integrating professionals from other companies. How does Oracle identify and nurture talents? How does it manage the integration of new people?
- Aline Tingstroem will tell us about the tools developed by Oracle to facilitate the integration of new staff members and help professionals to develop the required mix of competences to perform successfully in the digital culture.

12:45 – 13:00

Panel discussion

13:00 – 13:15

The new governance of the EBU

by Michel Poncet, Head of Human Resources, EBU, Switzerland

13:15 – 14:45

Lunch



14:45 – 18:00 Session 3 – Workshops

Each workshop is run twice.

First round, from 14:45 to 16:15. Second round, from 16:30 to 18:00

- Workshop 1** **Digital workflow, new competencies and knowledge transfer: the example of HRT News**
facilitated by Igor Duic, HTV, Croatia and Eric May
- Workshop 2** **Radio News digitization: “hands-on” training and the role of super users**
facilitated by Laurent Finet, RTBF, Belgium
- Workshop 3** **All you ever wanted to know but never dared to ask about the Digital Production chain**
facilitated by Jean-Nöel Gouyet
- Workshop 4** **Digital Storytelling, the basics**
facilitated by Dan Rogers, NMTC, Ireland
- 18:00 – 18:10 Plenary meeting
- 20:00 Departure from the hotel for the dinner offered by ERT

Friday 12 October

09:30 – 11:30 Session 4 – EBU International Training in 2007

09:30 – 09:50 **Steering Committee report**
by Irena Kidybinska

09:50 – 10:15 **EBU Members initiatives**

10:15 – 12:30 Session 5 – EBU International Training key issues

10:15 – 10:45 **HD TV production specificities: what all training managers should know**
by Uli Weinberg, Programme Director INSIGHT OUT, HFF, Potsdam Babelsberg, Germany

10:45 – 11:15 Coffee break



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11:15 – 11:45 **The EBU Master School on Radio Features: what it means for a young radio producer**

by Monika Kalcsics, ORF, Austria, Edwin Brys, VRT, Belgium and Corinne Sancosme, EBU International Training, Switzerland

11:45 – 12:25 **Presentation of upcoming activities & Development workshops**

- News workshop by Eric May
- IBC, Digital Archives Seminar by Nathalie Cordonnier, EBU International Training
- Safety Training Roadshow, Marketing your News: building trusted Brands Seminar, Sports workshops by Nathalie Labourdette, EBU International Training
- Media Asset Management Seminar, Meeting with... mobile content by H el ene Rauby-Matta, EBU International Training

12:25 – 12:30 **Introduction of the afternoon “Walk-in” stands**
by Hans Maas

12:30 – 14:00 Lunch

14:00 – 15:30 Session 6 – 2008 themes & topics

14:00 – 15:15 **“Walk-in” stands**

Participants will have the opportunity to tour the 4 stands and share projects, ideas, needs etc.

Walk-in stand 1 Cross-disciplinary & New Media

H el ene Rauby-Matta

Walk-in stand 2 Technology

Nathalie Cordonnier and Jean-N o el Gouyet

Walk-in stand 3 Journalism

Eric May and Corinne Sancosme

Walk-in stand 4 Business & Production

Nathalie Labourdette

15:15 – 15:30 **Conclusions & Evaluation – End of the Assembly**



General information

Language

Simultaneous interpretation between English and French will be provided.

Registration fee

No registration fee.

Lunches, refreshments, dinner on Thursday evening are covered by the host organization and the EBU. All participants pay their own international travel and hotel accommodation expenses.

On-line registration

Registration is compulsory.

Please register using the on-line registration form available on our web site:

http://www.ebu.ch/en/training/assembly07_registration.php

Venue

Holiday Inn Athens ****

50, Michalakopoulou Avenue

115 28 - Athens - Greece

www.hiathens.com

tel.: +30 210 727 8000

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Hotel accommodation

A block booking has been made at the Holiday Inn hotel where will be held the Assembly.

Standard Single room: 97 Euros

Suite or executive room: 130 Euros

Breakfast included

Cancellation less than 24 hours prior arrival date or no show, the hotel accommodation expenses will be charged to the participant.

Social activities

Thursday 11 October: Dinner offered by ERT

Saturday 13 October morning: sightseeing tour of the Acropolis (Museum of Acropolis – lunch in Plaka)

Contacts

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