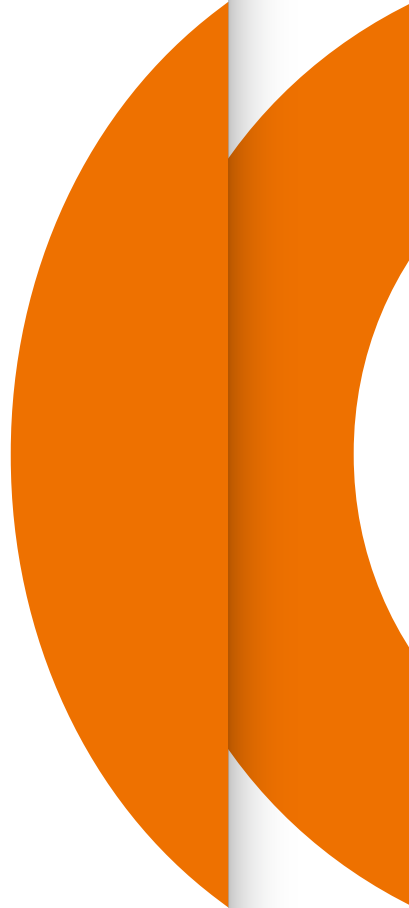


EBU

OPERATING EUROVISION AND EURORADIO

WEM WOMEN EXECUTIVES IN THE MEDIA NETWORK 2ND MEETING

3 FEBRUARY 2015
DR, COPENHAGEN



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Dear Colleagues,
Dear Managers,

I am really pleased to welcome you to the second annual Women Executives in Media (WEM) meeting.

WEM is made for you. WEM is for all women who hold positions of responsibility at the top of our media industries.

Created in 2013 by the EBU, WEM offers a forum for women media executives to network, share professional experiences, and work towards achieving greater influence in their sector.

WEM is proud to present this year's guest of honour, Maria Rørbye Rønn, Director General of DR, who is our kind host today. Her talk will focus on the CEO role and navigating the complicated relationship between public service broadcasters and their stakeholders.

I am really grateful to the DR team who have designed a fantastic day for our group.

We hope that you will pick up ideas and best practices to take home and further develop your professional business. WEM is yours and we look forward to hearing from you, so that all EBU Members can benefit from your views and experience.

WEM is a success and is growing, thanks to all of you. Thank you for making it a success altogether.

We wish you a pleasant and fruitful stay in Copenhagen.



Ingrid Deltenre
Director General, EBU



WEM

TERMS OF REFERENCE

The Women Executives in the Media network (WEM) is intended to promote exchanges and discussions among women media professionals.

Set up in 2013 on the initiative of the European Broadcasting Union, WEM provides a forum for women media executives to meet, exchange and support women's experiences, opportunities and influence in the media industry.

INITIATIVES

- A yearly meeting at a broadcaster's headquarters,
- Opportunities to meet key industry personalities, scholars and influential public figures.
- Mentoring system: senior executives coaching talented younger female executives.
- A network promoting personal and professional development and collaboration.

GOALS

- Provide insight, business knowledge and a better understanding of the media industry from a personal perspective,
- Support women as leaders, discuss leadership issues and how to break through the "glass ceiling",
- Ensure that gender equality and diversity are maintained and kept on the agenda of media companies,
- Create a network for women leaders to share ideas and exchange experiences,
- Defend worthwhile causes and engage in campaigns, and
- Identify and develop talented younger women to help them evolve and thrive in the media industry.

PROGRAMME

10:15 – 10:45

Arrival of the participants

10:45 – 11:00

Welcome and introduction

Tine Gøtzsche, News anchor, DR, Denmark

Ingrid Deltenre, Director General, EBU, Switzerland

11:00 – 12:00

SESSION 1: CEO LEADERSHIP UNDER CROSS PRESSURE

At times of charter renewal for public service media, what is the role of CEOs and other top leaders? What leadership is needed and what is possible? How can we enhance the relationship between PSM and their stakeholders?

Keynote speech

Maria Rørbye Rønn, Director General, DR, Denmark

Forum's keynote speech on the importance of the role of the CEO, on leadership and of the relationship between public service media and their stakeholders.

Panel debate moderated by Tine Gøtzsche

Participants:

Vyara Ankova, Director General, BNT, Bulgaria

Imen Bahroun, former CEO, TNTT and Director General, IBCOMPROD Tunisia

Helen Boaden, Director of radio, BBC, UK

Brigitta Nickelsen, Corporate development and operation director, Radio Bremen, Germany

Maria Rørbye Rønn, Director General, DR, Denmark

CEOs and top managers are faced with a renewal of their PSM charter: a comprehensive exercise that demands stamina, a broad range of competences, strategic insight and an overview of the company.

- How do you as CEO handle such a demanding situation, including the pressure at political, stakeholder and organizational levels: executive board, chairman, management and employees?
- What are the characteristics of leadership?
- What can you learn from each of the panellist countries? What are the culture characteristics?
- Where did you succeed and more important, where did you fail?

12:00 - 13:00**SESSION 2: 15 YEARS OF SUCCESSFUL DANISH DRAMA PRODUCTIONS - HOW DID IT HAPPEN?**

Focus on Nordic creativity: 15 years of strategy, strong commitment and partnership with the creative industries.

Piv Bernth, Head of drama, DR, Denmark

During several years Piv Bernth oversaw major productions: The Killing, The Bridge, 1864, Borgen and The Legacy

Piv will give an insight into the process that started 15 years ago and successfully continues up to now.

- What was the strategy?
- What were the ambitions? How come did DR succeed?
- What characterises DR drama productions?
- Where did DR drama succeed and fail in this long journey?

Panel debate moderated by Tine Gøtzsche

Participants:

Piv Bernth, Head of drama, DR, Denmark

Sofie Grabøl, Lead actress of The Killing

Maya Ilsøe, Scriptwriter of The Legacy

How has Denmark and DR reached a frontrunner position within the field of drama production? What is the secret?

13:00 - 14:00

Lunch

14:00 - 14:30**SESSION 3: MODERATED GROUP WORK**

At lunch tables, participants will discuss various pre-defined questions that are relevant to the two topics of the day: CEO and top managers leadership in the media and drama productions.

A moderator is chosen beforehand for each table.

14:30 - 15:00**SESSION 4: CONCLUSION**

- Wrap-up
- Pinpoint the key findings

15:00 - 15:30

Guided tour in the concert hall with a glass of wine

15:30

End of the meeting

TOPICS FOR DISCUSSION

LEADERSHIP

- Stories of leadership
- Prioritizing

GENDER BALANCE

- How we, at SVT, have worked with equality and gender. Today we are 45% women among our employees and 54% of the managers are women.
- It was noticeable how few female DGs or top level female executives were present, compared to the number of men, at the EBU winter General Assembly. Why would this be the case?
- Do we need a quota for women?
- Equal opportunity plans in comparison
- Main topics related to employment differences based on gender
- Employment inequalities based on gender issues
- Engagement of women/men who are on or coming back to work from parents (maternity) leaves. How to engage their line managers also?
- Defeating stereotypes and succeeding as a woman in public broadcasting
- Algerian women in media

BEST PRACTICES & SHARING EXPERIENCES

- It is my first time and I would like to listen
- It is my first meeting and I would like to see how this goes
- Exchange programme for confirmed high potentials. Standards/challenges in metadata & research
- Social responsibility
- I could share my experience from mentoring
- I want to share my experience
- Sharing

BUSINESS

- Creative innovation across boundaries
- Beyond national public service broadcast. Cultural heritage collaboration for a young audience
- Methods to make the digital transformation in the companies
- The issue of security of our journalists
- How to keep relevance in a digital world? How brave can we be? How can we challenge the charter not to lose relevance?
- How to change a traditional company into the digital world with no extra money?
- The problems that Georgia is experiencing with new law on commercials, the new women's channel on Rustavi 2 and our cooperation with UN women
- Change
- Cooperation
- Managing in a challenging environment where consumer behaviour changes rapidly
- Digital integration: how to engage throughout the organisation, while maintaining the agility and creativity of a small digital team
- Media and diversity: do we need to tackle it better?
- I would like to share strategic issues and also management issues in the context of digital transformation and cut of budget
- The future of PSM and its contribution to democratic society: the role of women

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