

EBU & YOU

SERVICES TO MEMBERS

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CONTENT

01 CULTURE & VALUES

REVISITING THE “EMPLOYMENT DEAL”

02 HR MENTORING

LEVERAGING EBU HR COMMUNITY COMPETENCE

03 STAFF INTERNSHIPS & EXCHANGES

LEARNING FROM EACH OTHER

JOB OPPORTUNITIES

ALTERNATIVE CAREER DEVELOPMENT

04 LEADERSHIP PROGRAMME

CRAFTING FUTURE MEDIA LEADERS

EBU

OPERATING EUROVISION AND EURORADIO

03 STAFF INTERNSHIPS & EXCHANGES

A) Secondment / Internship

- EBU Member News Editors at Eurovision
- EBU employee at a Member Organisation

b) exchange

- at the EBU /Eurovision
- within Member Organisations (*See also Council of Europe funding opportunities*)

why exchange

- foster knowledge sharing and best practices between EBU/EUROVISION and Member
- Enable Member employee to experience the EUROVISION environment
- Enable EBU/Eurovision professionals to get familiar with Broadcaster environment

who to exchange

- Experienced staff (both for EBU/EUROVISION and for Members), with set objectives

how to exchange

- host EBU Member comes forward
- EBU approaches member to be host

when & how long

- normally 3 months, including shadowing
- up to 3 exchange staff @ EBU at any given time

For more information, please contact :

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EUROVISION ACADEMY

LEADERSHIP TRAINING

FRÉDÉRIC FRANTZ
EUROVISION ACADEMY

EUROVISION ACADEMY: A 3 pilar strategy

Master classes in B to C:

- Data Journalism (June 2013)
- Shooting for news with an I-phone (June 2013)
- Cyber Data security for journalists (Nov. 2013)

Workshops in B to B:

- Leadership for NTU, Ukraine
- Creating a journalism Academy for Radio Algérie

Network & Learn in C to B:

- Visual Radio in October 2013

WHY LEADERSHIP TRAINING?

“It is very hard to delegate here, I have to do everything.”

“I am the boss, but I have no money to motivate my staff.”

“No change is possible: We cannot reward the good ones, we cannot fire the bad ones.”

HOW WE DO IT:

- Step 1: Preparation
- Step 2: Designing a tailor-made leadership programme
- Step 3: Delivery
- Step 4: Follow-up with personal action plan
- Step 5: follow up-training

IMPACT: WHAT HAS CHANGED?

“I always ask: Is it a fact or an opinion?”

“I no longer use emails to solve a conflict. I go to see the person!”

“I no longer do what is important and not urgent. I delegate these tasks.”

“I come up everyday with new ideas to motivate my staff: New interesting projects, football tickets, conferences abroad...”

ADVANCED MANAGEMENT PROGRAMME FOR PUBLIC MEDIA EXECUTIVES

Target population: Future leaders

Format: 3 weeks in Europe / USA

When: 2014

Partnership with one of best business school
in the world

ADVANCED MANAGEMENT PROGRAMME FOR PUBLIC MEDIA EXECUTIVES

Objectives: Train the next generation of executives to develop:

- Future winning strategies and new visions.
- Strategic thinking and business skills.
- Understanding of critical issues like emerging competitive challenges and new technologies

ADVANCED MANAGEMENT PROGRAMME FOR PUBLIC MEDIA EXECUTIVES

Content:

1. LEADERSHIP: Individual & Collective Performance
2. BUSINESS: Marketing & Branding, Strategy, Corporate Finance
3. MEDIA: digitization on production, distribution and innovation, new business models, connecting with new audiences.

THANK YOU

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