

# 12<sup>TH</sup> HUMAN RESOURCES ASSEMBLY

## PROGRAMME

### **HR: What's the new Story? Agile Management of our Staff**

At the conference last year we looked at how a reduction in our staff numbers had been necessary for survival – and how to reengage and motivate our staff during these tough times.

This year we will be looking at what it means and takes to be a lean and agile organisation. As broadcasters have to achieve greater efficiency and productivity with lower budgets, staff will need to work more effectively to create and maintain lean and agile organisations.

In that context, how can HR help the organisation to reach a more agile working environment? Nurturing a productive environment becomes essential: this includes managing talent, implementing efficient processes, building closer ties with line managers and employees, and celebrating achievements.

We will lead discussions on how to be more agile in our human resources management, and exchange experiences and solutions on how to achieve the agile management of all those who work for us.

### **Objectives:**

- Understand how our “clients” (line managers and staff) need HR to evolve
- Share ideas and experience on how HR can match expectations
- Find applicable solutions for a more agile management of your Staff
- Exchange and discuss with top experts from the Human Resources community

### **Target audience:**

For EBU Members only.

- HR Directors
- HR Managers
- Heads of Learning & Development,
- Heads of International Relations.

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## Monday 19 May

19.30 – 22.00 Welcome cocktail, El Djazaïr Hotel

## Tuesday 20 May

09.00 – 09:30 **Accreditations**  
Distribution of badges and programmes

09:30 – 09:45 **Official Opening**  
By Nela Gudelj, Chair of the EBU HR Steering Committee and Head of HRT Academy, HRT, Croatia

**Welcome Address**  
By Tewfik Khelladi, EPTV Director General

### **CHAPTER 1: NEW EXPECTATIONS AND NEW ROLES: LEAN ORGANISATIONS AND AGILE HR**

Moderator: Liam Ulvhag, Sweden

09:45 – 13.00 What does EBU's Director General, Ingrid Deltenre expect from HR?  
What does Teijo Valtanen say, a former line manager now leading YLE's HR ?  
What do employees expect from HR?

How should HR respond to those expectations?  
What does Lean and Agile mean for HR?  
Buzz group discussion, based on the survey results

*Including Networking break*

13.00 – 14.30 *Lunch*

14.30 – 15.00 Let us Tell you a Tale...

### **CHAPTER 2: HR ADDING VALUE**

15.00 – 16.00 HR Models (by EBU HR and CEB) and examples from Czech TV

16.00 – 16.15 Networking break

16.15 – 17.15 World Cafe: Practical HR Initiatives from 2 EBU Members:  
France Télévision, RTBF Belgium

17.15- 17.30 Summary and end of day1

19.30 Gala Dinner

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## Wednesday 21 May

### CHAPTER 3: THE PROMISE – EMPLOYER BRAND

Moderator: Laura Marsi, Director of Talent, Allianz

09.30 – 11.00 **Employer Branding:**

- Allianz: Employer attractiveness: what is changing?
- SVT: Employer Branding at SVT
- NPO: Internal Branding and Culture

11.00 - 11.30 *Networking break and corner stands*

11.30 - 11.45 Steering Committee Terms of Reference and partial elections

11.45 - 12.30 Final buzz groups: What are your take-aways? Requests for 2015  
Closing remarks and evaluations

12.30 - 14.00 *Buffet lunch*

14.00 - 18.00 Cultural visit of the historical city.