

# HUMAN RESOURCES ASSEMBLY

## PROGRAMME

### Human Resources: Getting Fit for the Future!

For several years now, Public Service Broadcasters across Europe have been going through profound structural changes within their organizations. The recent shifts in Society and in the Media Landscape prove that Change has become a permanent factor and can no longer be seen as a temporary state.

HR professionals have been central to rising to the challenges generated by these major transformations. Downsizing, Demography and Diversity in skills are some of the realities with which HR are confronted. It is vital that HR practitioners are up to date with the change in both the media and society so they understand the context within which they must work in future.

This year's HR Assembly will look at how Human Resources professionals can prepare concrete tools and methods to face the challenges of the future in their organizations, and how HR teams can become valued partners.

We will lead discussions on how we can be proactive, and be more agile, creative and engaging in our solutions.

### Objectives:

- To gain an overview of future trends in society, the European media landscape and technological advances
- To share best practices on demographic and downsizing measures
- To discuss ways of re-engaging and re-motivating people after the crisis,
- To implement tools and processes to help us think out of the box and find creative solutions
- To provide a platform for exchange among the EBU Members Human Resources community

### Target audience:

For EBU Members only.

- HR Directors and HR Managers.
- Also welcome: Training & Development Directors and Managers, Organisational Effectiveness Managers and Heads of International Relations.

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## Wednesday 29 May

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19.30 Welcome cocktail at the Starling Hotel

## Thursday 30 May

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

09:30 – 09:40 **Opening address**  
By Nela Gudelj, Chair of the EBU HR Steering Committee and Head of Training, HRT, Croatia

### **Session 1: Future Trends – and how to anticipate them**

Moderator: Sam Dubberley, Head of News Exchanges, EUROVISION

09.40 – 10.30 **Society in Motion - Understanding tomorrow's audience**  
By Pernilla Jonsson, Kairos, Sweden

- The structural world is changing - where are we heading?
- Audience and Consumer values are changing - what are they looking for?
- Generational issues: the Y generation and their followers - why are they different?
- How is this affecting Public Service Media?

10.30 – 11.15 **Broadcasting in Motion: Vision 2020:**  
By Ruurd Bierman, NPO, The Netherlands

- Trends in Broadcasting: shifts in technology, audience, processes, society, regulatory issues
- what do HR professionals need to prepare for?

11.15 – 11-30 Networking break

11.30 – 12.15 **Buzz Groups**

- How do those trends relate to us as HR professionals?
- What works and what doesn't work in our organisations?

12.15 – 12.30 **Ignite your ideas !**  
By Renatus Hoogenraad and Jennifer Clarke, Sparks, Switzerland

12.30 - 14.00 Lunch

14.00 – 14.45 **Energizer – The power of positive communication**  
By Renatus Hoogenraad and Jennifer Clarke, Sparks, Switzerland

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## Session 2: Challenges for HR - today and tomorrow

- 14:45 – 15.30     **Organisational change**  
How Radio Bremen faced the future.  
by Brigitta Nickelsen, Radio Bremen, Germany
- 15.30 – 15.50     **Downsizing**  
How NPO managed the downsizing challenge.  
by Alie Horden, NPO, The Netherlands
- 15.50 – 16.20     Networking break
- 16.20 – 16.40     **Retirement**  
How SVT achieved their retirement scheme.  
By Helène Axelsson-Sahlin, SVT, Sweden
- 16.30 – 17.15     **Panel discussion with speakers**  
led by Sam Dubberley, EUROVISION, Switzerland
- 19.30               Gala Dinner in Geneva

## Friday 31 May

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## Session 3: HR as a valued partner

- 09.00 – 11.00     **(Re)-engaging people**  
By Geoffrey Matthews, Author and International HR / Organisational Development executive,  
Geneva, Switzerland
- 9.00: Introduction about engagement in tough times and introducing the employee engagement model.
- 9.30: Break-out in groups with pre-defined topics of discussion:
- A chance to look at what concerns you most: the challenge in downsizing, or demography, diversity, Y-generation
  - Brainstorm ideas & solutions using the model as a basis for the discussion
- 10.20: Reconvene and share the results of each group
- 10.50: Wrap up with key take-aways.
- 11.00 – 11.15     coffee break

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- 11.15 – 11.45 **EBU & You**  
EBU HR Team, Geneva, Switzerland
- Up-dates on HR projects: internships, exchanges, opportunities, glossary, leadership programme and on-going initiatives with Members
- 11.45 – 12.15 **EU initiatives for Broadcasters**
- Highlights from the EU Social Dialogue Committee**  
Nathalie Cordonnier interviews Allan Jones, EBU coordinator of the Audiovisual SDC
- MEDIANE – Media in Europe for Diversity Inclusiveness**  
The "European Exchanges of Media Practices" programme, with Reynald BLION, Media & Diversity Manager, Council of Europe
- 12.15 – 12-25 **Steering committee partial Elections**
- 12.25 – 12.30 **Closing remarks**  
Questions and requests for next year – feedback – evaluations
- End of Assembly**
- 12.30 – 13.30 buffet Lunch
- 13.30 – 17:30 **Social activity:**  
Boat trip on the lake and visit of the medieval village of Yvoire (in France)