



# KNOWLEDGE EXCHANGE

EBU, Geneva, 28 & 29 October 2020

## EVENT PROGRAMME 29 OCTOBER 2020

Time	Topic	Speakers
09:00 - 09:30	Registration	
09:30 - 10:00	Welcome + Introduction	<p>Noel Curran <i>Director General, EBU</i></p> <p>Dr Roberto Suárez Candel <i>Head of Strategy &amp; Media Intelligence, EBU</i></p>
10:00 - 10:45	<b>KEYNOTE SPEECH</b>	
	Title TBC (35 mins speech + Q&A)	<p>Gilles Marchand <i>Director General SRG SSR</i></p>
10:45 - 11:10	Coffee break	
11:10 - 12:30	<b>SESSION 1: PSM impact on democracy – EBU Member cases</b>	
	A selection of 3 to 4 Members will showcase how they are contributing to increase the health of democracy in their country.	TBC
	Activity – Participants will exchange their opinions about the presentations and work on designing potential activities to reinforce the role of PSM as a booster for democracy.	
12:30 - 14:00	Lunch	
14:00 – 15:10	<b>SESSION 2: How to plan and deliver democratic value on the long-term</b>	
	An external speaker will present experiences from other sectors on how to create value beyond immediate crisis and change situations in order to create organisational sustainability and relevance.	TBC
	Activity – Participants will discuss how to develop a new and appealing value proposition that secures long-term democratic impact of PSM and therefore its societal relevance.	
15 :10 - 15 :35	Coffee break	
15:35 – 16:45	<b>SESSION 3: Partnering for success – with whom and how?</b>	
	An external speaker will share insights and best practices on how to create and manage high impact partnerships.	TBC
	Activity – Participants will reflect what organisations could be the most relevant partners for PSM to become a cornerstone for democracy and how to address them.	
16:45 – 17:00	<b>Final remarks</b>	
	The main insights of the day will be summarized and framed for participants to be able to take immediate actions at their organisations.	<p>Prof. Dr Gregory Ferrell Lowe <i>Northwestern University in Qatar</i></p>