



**DIGITAL
TRANSFORMATION
INITIATIVE**

HELPING MEMBERS BUILD STRONGER ORGANIZATIONS

DIGITAL TRANSFORMATION INITIATIVE REGIONAL WORKSHOP

4-5TH APRIL
POLISH RADIO

AGENDA

Day 1: Thursday 4th April

Time: 11.00-17.30

11.00 WELCOME AND INTRODUCTIONS – SETTING THE SCENE

Introductions – Polish Radio

Introductions – EBU

Round table: Ambitions and expectations for the day

11.30 THE DTI FRAMEWORK

EBU research and framework for digital transformation and PSM

With case studies from Members

12.00 Lunch

13.00 YOUR ROAD TO DIGITAL TRANSFORMATION

High level overview of each Members' vision, strategy, and planning. Followed by Q&A

15.00 Coffee

15.30 KEYNOTE: CAN YOU CHANGE THE WAY THE BBC WORKS?

Robin Pembroke, Director, Content Production Workflows

BBC Design + Engineering

16.30 ROUNDTABLE DISCUSSION

Understanding shared challenges and goals

17.15 SUMMARY

17.30 End

Evening: Social event and networking dinner

EUROPEAN BROADCASTING UNION

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1218 Le Grand-Saconnex
Geneva, Switzerland

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Ext. +41(0)22 717 2015
Email: scotts@ebu.ch
www.ebu.ch

Day 2: Friday 5th April

Time: 09.00 – 15.00

09.00 INTRODUCTION AND SCENE-SETTING

Applying the DTI enablers matrix

09.15 CONTENT AND AUDIENCES

Digital innovations & audience-first thinking

10.15 Coffee

10.30 TECHNOLOGY AND DATA

Trends and opportunities

Hans Hoffman, Technology & Innovation, EBU

12.00 Lunch

13.00 ORGANIZATIONAL CHANGE

How technology can and should affect the structures and cultures of an organization.

14.00 NEXT STEPS

Session setting out expectations and defining a framework for support and cooperation between workshop participants and EBU

15.00 SUMMARY AND CLOSE

Venue and accommodation

The workshop will be held at Polish Radio:

Polskie Radio SA
Al. Niepodleglosci 77/85
WARSZAWA
00-977
Poland

Our hosts have negotiated discounted rates at the following hotels in central Warsaw:

Mercure Warszawa Grand ****

Krucza 28, 00-522 Warsaw

SINGLE ROOM: 500 PLN TAX AND BREAKFAST

Reservations should be made till **01.03.2019**

Complete form (last page) send back to Reservation Department: tel: (+48) 22 583 21 00, fax: (+48) 22 583 21 21 e-mail: H3384-RE@accor.com

Novotel Warszawa Centrum ****

Marszalkowska 94/98, 00-510 Warsaw

Single Standard Room – 538,92 PLN gross

Twin Standard Room – 571,32 PLN gross

Reservations should be made till **28.02.2019**

Complete form (last page), send back to Reservation Department: fax no.: +48 22 596 01 22 or e-mail: H3383-RE5@accor.com

IMPORTANT NOTE: The discounted rate only applies on one night: Thursday April 4.
On all other dates, normal non-negotiated rates apply.

There are many other options available in Warsaw should you wish.

GETTING AROUND:

Almost every capital city in Europe has a daily direct connection with Warsaw Chopin Airport (WAW). Some are connected to a smaller Modlin Airport (WMI) which is mainly used by RyanAir.

In following links, you will find connections between both airports, city center and Polish Radio headquarters:

- Chopin Airport (WAW) to Polish Radio: <https://goo.gl/maps/ZbBvzxehJkn>
- Chopin Airport (WAW) to City Centre: <https://goo.gl/maps/T3yYZWm5L1C2>
- Polish Radio to City Centre: <https://goo.gl/maps/zBEcghQ1rW72>
- Modlin Airport (WMI) to Polish Radio: <https://goo.gl/maps/TRonnppw2VR2>
- Modlin Airport (WMI) to City Centre: <https://goo.gl/maps/2AU8yS14ZmA2>

The distance between the main airport (WAW) and PR is short. The city center in which you may find variety of hotels is also perfectly connected with Polish Radio headquarters.

MERCURE GRAND WARSZAWA BOOKING FORM

Please complete this form and send back to
Reservation Department: Krucza 28, 00-522 Warsaw
tel: (+48) 22 583 21 00, fax: (+48) 22 583 21 21 e-mail: H3384-RE@accor.com

Block Nr: 1016204 (hotel use)



Polish Radio Warsaw, 04-05 April 2019



SINGLE ROOM: 500 PLN TAX AND BREAKFAST (per night)

Above rates apply to reservations made till – 01.03.2019

First Name: Family Name:.....

Home Address:.....

Email:.....

TEL: FAX:

Number of persons: Arrival Date: Departure Date:

Number of rooms required and type. (Write no. of rooms in the relevant box)

<input type="checkbox"/> SINGLE ROOM VIRTUAL WALK non smoking	<input type="checkbox"/> STANDARD TWIN ROOM VIRTUAL WALK non smoking
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A cancellation fee will apply if the booking is cancelled within 2-0 days of the planned date of arrival. The amount of the fee will be equivalent to the cost of all reservations and will be deducted from the guest's prepayment or applied to the guest's credit card. The hotel day starts at 14:00 hours on the day of scheduled arrival /Guests shall check-out from a given Hotel by 12:00 noon on the day of departure

Form of Payment:

Credit Card

or

Prepayment

Bank Account:

Societe Generale S.A. Oddzial w Polsce

PL 97184000072211804008134519

Credit Card Details

Cardholder First Name: _____

Cardholder Family Name: _____

Card Type: _____
(e.g. Mastercard /Visa/American Express)

Card Number:

Card Expiry Month/Year: ____ / ____

Cardholder's Address: _____

Date:

Signature:.....

NOVOTEL WARSZAWA CENTRUM BOOKING FORM

Please complete this form and send back to
Reservation Department: fax no.: +48 22 596 01 22 or e-mail: H3383-RE5@accor.com

DTI WARSAW

Novotel Warszawa Centrum,
Warsaw, Poland



Special accommodation rates 04-05.04.2019 include VAT:

Single Standard Room – 538,92 PLN gross
Twin Standard Room – 571,32 PLN gross

Above special rates apply to reservations made till 28.02.2019

Name and Surname:.....

Country:

TEL: FAX:

E-mail:.....

Arrival Date: Departure Date:

Type of room /please mark : **single standard** **twin standard**

Rates apply to one room/night, are inclusive of buffet breakfast, Internet access in room by LAN network, access to the hotel Wellness Centre. Rates include 8% VAT.

Free cancellation is possible to 26.03.2019. After this date, the total amount of a no-show or cancelled nights will be charged to guest credit card or hotel will keep received deposit in 100%.

Form of payment:

Credit Card

Name (type), number and expiry date of credit card:

Prepayment

Bank Account:
Bank Handlowy w Warszawie S.A.
IV Oddział w Warszawie
49 1030 1508 0000000 5030 18 004

Date:

Signature:.....

Hotel address:

Hotel Novotel Warszawa Centrum

00-510 Warszawa, 94/98 Marszałkowska st.

tel.: +48 22 596 01 20, +48 22 596 01 25, +48 22 596 01 26, fax: +48 22 596 01 22,

e-mail: H3383-RE5@accor.com