

EUROVISION

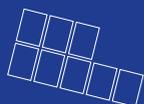
OPERATED BY EBU

SOCIAL MEDIA TRENDS SUMMIT

26 MARCH 2015
LONDON

AGENDA

In collaboration with



POLIS
Journalism and Society

#EVNSocial

MORNING SESSION

08:45 - 09:15

ACCREDITATION

LSE, Clement House, 99 Aldwych, WC2B 4JF, London

09:15 - 09:20

OPENING & WELCOME MESSAGE

- Mike Mullane, Head of Media Online, EUROVISION

09:20 - 09:40

YOUR AUDIENCE AS A RESOURCE

Social Media helps public service broadcasters to grow the value of the return on society. Director General of SR, Cilla Benkö, will outline her vision of how PSM need to develop their relationship with the audience to keep pace with Media change.

Keynote speaker:

- Cilla Benkö, Director General, Swedish Radio

09:40 - 10:15

THE VALUE OF SOCIAL FOR PUBLIC SERVICE MEDIA

What constitutes public service in the age of social media? NRK's Head of Social Media will present NRK study that sets out to define social public service. This will be followed by a discussion and Q&A about the EUROVISION Social Media Trends Network, including the group's activities and opportunities for collaboration.

Speakers:

- Cilla Benkö, Director General, Swedish Radio (keynote speaker)
- Ingeborg Volan, Head of Social Media, NRK
- Annika Ruoronen, Head of Audience Insights and Group Chair, Yle
- Madiana Asseraf, Online Development Manager and Group Secretary, EUROVISION

Chair:

- Mike Mullane, Head of Media Online, EUROVISION

10:15 – 11:15**CREATIVITY & SOCIAL MEDIA CONTENT STRATEGIES**

Fostering engagement and new ways of storytelling: best practices and sources of inspiration.

Speakers:

- Laura-May Coope, Co-founder and Director, Social Life
- Jeremy Skeet, Editor, BBC News and BBC Trending
- Agustin Alonso, Manager of Transmedia, RTVE

Chair:

- Brett Spencer, Head of Digital, BBC Radio 2 and 6 Music

11:15 – 11:30

Coffee break

11:30 – 12:30**MINING THE TOOLS OF SOCIAL INTELLIGENCE AND ANALYTICS**

The creation, publishing and sharing of custom business analytics, reports and dashboards help us optimise our resources to know and engage with our audiences more efficiently. During this session we will discuss trends, best practices and optimal workflows to monitor, understand and engage with your audience.

Speakers:

- Rasmus Thaarup, Head of Social Media Research, DR
- Laurent Dehasse, CCO and Head of Media Partnerships, Vigiglobe
- Dan Spicer, Head of Community, Hootsuite
- Steve Godman, Commercial Director, IMI

Chair:

- Annika Ruoranen, Head of Audience Insights, Yle

12:30 – 13:15

Lunch break

AFTERNOON SESSION

13:15 – 14:00

CARROT OR STICK? HOW TO MOTIVATE STAFF/ COLLEAGUES TO USE SOCIAL MEDIA (AND HOW TO CONVINCE YOUR MANAGEMENT TO ALLOCATE THE APPROPRIATE RESOURCES)

Shared experiences, challenges, tips and successful cases, followed by a roundtable discussion and questions from the audience.

Speakers:

- Annika Nyberg, Media Director, EUROVISION (keynote speaker)
- Cilla Benkö, Director, Swedish Radio
- Lorenzo Ottolenghi, Vice-Director, Rai News
- Nadja Hahn, Journalist, ORF

Chair:

- Laura-May Coope, Director, Hello Social Life

14:00 – 15:00

USING BIG EVENTS TO BUILD COMMUNITIES

One of the biggest challenges for broadcasters is integrating online, on-air and off-line communities. The session will include tips and best practice examples with highlights on sports, music and current-affairs events.

Speakers:

- Alex Trickett, Head of Sports, Twitter
- Jon Ola Sand, Eurovision Song Contest Executive Supervisor & Sietse Bakker, Event Supervisor, EUROVISION
- Marco Ricorda, Community Manager, European Commission
- Per Palmqvist, Social Media Developer, Swedish Radio

Chair:

- Madiana Asseraf, Online Development Manager, EUROVISION

15:00 – 15:15

Coffee break

15:15 – 16:15**VISUAL SOCIAL: CHALLENGES AND OPPORTUNITIES**

This session will look at the importance of visual content and of catching the eyes of the audience.

Speakers:

- Will Guyatt, Communications Manager, Instagram
- Jonty Angel, Technology Consultant, Deco Tech Media
- Rowan Collinson, Senior Producer, BBC Radio 2

Chair:

- Ruurd Bierman, Media Consultant

16:15 – 17:15**INSPIRING CASE STUDIES FROM EBU MEMBERS & LESSONS LEARNED**

This session will include examples of successful social media strategies and campaigns, followed by a discussion of similar experiences and successful solutions with the audience. We will also discuss the conclusions and lessons learned during the day.

Speakers:

- Aline de Volder, Social Editor, RTBF
- Sabrina Palm, Digital Media, ZDF/Phoenix
- Matej Praprotnik, Assistant Director, RTVSLO
- Lorenzo Ottolenghi, Vice-Director, RaiNews

Chair:

- Mike Mullane, Head of Media Online, EUROVISION

17:15**END OF SOCIAL MEDIA TRENDS SUMMIT**

SPEAKERS

CILLA BENKO (@CILLABENKO)

Director General, Swedish Radio



Cilla has been working for Swedish Radio for more than 25 years and she has had several management positions. She started her work at the Sports Department and from there she went on to the news department, as a business journalist. She has also worked as a stringer in New York

for Swedish commercial television and was Head of the News Department “Aktuellt” at Swedish Television. Since 2010 Cilla Benkö is one of eleven members of the EBU Executive Board and a member of the EBU Audit Committee.

INGEBORG VOLAN (@INGEBORGV)

Head of Social Media, NRK



Ingeborg is head of social media at NRK in Oslo. Trained as a journalist, she worked for several local newspapers and the Norwegian Institute for Journalism before becoming the first person in Norway to get hired via Twitter when she joined the startup communications

agency Sermo Consulting in 2009. In 2013, she became the first person responsible for social media at NRK, Norway’s largest media house.

MADIANA ASSERAF (@MADIASSERAF)

Online Development Manager, EUROVISION



Madiana is Online Development Manager with EUROVISION Media. She manages and coordinates projects and services in the areas of engagement, interactivity and young audiences, including the design and management of social media strategies for high-level

Media projects. She also coordinates the EUROVISION Social Media Trends network and works closely with Members to share best practice, exchange knowledge and identify opportunities to work together in the areas of interactivity and engagement.

ANNIKA RUORANEN (@RUORANEN)

Head of Audience Insights, Yle



Annika works as Head of Audience Insight at Yle in Helsinki, Finland. She started her career as a journalist, but switched later to a research role to provide programme-makers with the insights they need to make better content for the right audiences.

When Annika is not digging through data, she likes to spend her free time travelling, scuba diving and sitting at cafes with her husband and 11 month-old boy. She is also the Chair of the EUROVISION Social Media Trends Network.

MIKE MULLANE (@MIKEMULLANE)

Head of Media Online, EUROVISION



Mike leads the Eurovision Media Online team. An experienced broadcast journalist, he has spent most of his career in public service media, including spells at the BBC and Swiss Radio International. As Head of News, Sport and New Media in the EBU's Radio Department, he

negotiated groundbreaking radio sport rights deals, provided news services at major world events and produced successful conferences. Mike leads the EBU's Vision2020 Best Practices & Recommendations Project.

LAURA-MAY COOPE (@LAURAMAYCOOPE)

Director, Hello Social Life



Laura-May is the Co-Founder of Social Life, one of the UK's top social media agencies that brings broadcasters, brands and young audiences together using strategic social media campaigns over a number of different platforms. Social Life's clients include The X Factor,

MTV, BBC Three, Sky and Sony Music. She previously led social media strategy for BBC Radio 1 and 1Xtra for over four years.

AGUSTIN ALONSO (@AGUSALONSO)

Manager of Transmedia, RTVE



Agustin is responsible for transmedia productions at the Spanish National Broadcaster RTVE. He joined RTVE five years ago to work on the organisation's new website project. He started as a staff writer and since then has moved to news editor, cultural editor and deputy director of

Entertainment and Arts. After three inspiring months in New York, Agustin went back to RTVE to work on social TV and second screen apps.

JEREMY SKEET (@JEREMYSKEET)

Editor, BBC News & BBC Trending



Jeremy is an award winning journalist who has spent most of his time at the BBC, with a short spell with public radio in Los Angeles. He is currently editor of BBC Trending, and responsible for developing digital current affairs at the BBC.

BRETT SPENCER (@BRETTSR)

Head of Digital, BBC Radio 2 & 6 Music



Brett is Head of Digital at BBC Radio 2 and 6 Music. He is responsible for digital commissioning, innovation, interactive and red button production, visualisation, online development, multimedia culture change, social media strategy, network new media strategy. He

created and ran BBC Radio 2 DAB Eurovision project in 2014 with other pop ups currently in development. Previously he has also worked as Managing Editor, Interactive Editor and Social Media Strategists for the BBC.

RASMUS THAARUP (@RASMUSTHAARUP)

Head of Social Media Research, DR



Rasmus is an audience researcher at the Danish Broadcasting Corporation. As part of the audience research department's digital research team, he specializes in social media research and is overall responsible for social media research within the organization. His research

mainly focuses on social audiences, social and broadcast cross media behavior, social media marketing, social TV/Radio, second screen behavior, and general web and streaming behavior.

LAURENT DEHASSE (@LDEHASSE)

Head of Media Partnerships, Vigiglobe



Laurent is the co-founder of Vigiglobe, a European-based company specialised in Social Media Analysis and Social TV. After building 14 years of experience in strategy and business development, in 2012 Laurent started guiding the quick deployment of Vigiglobe's

proprietary solutions to monitor and analyse various key global events like the US Presidential Elections, the french Presidential Elections, the London Olympics or FIFA WorldCup, and themes like politics, news, sports and entertainment.

DAN SPICER (@DANSPICER)

Head of EMEA Community, Hootsuite



Dan heads up the EMEA Community team at Hootsuite - the world's most widely used social relationship platform allowing businesses and organisations to collaboratively execute social media strategies across multiple social networks from one secure, web-based and mobile

dashboard. With over 10 million users worldwide, Dan has experience in growing and nurturing communities, executing strategies and delivering social media success across multiple languages.

STEVE GODMAN (@GODDERS)

Commercial Director, IMI



Steve is Commercial Director with IMImobile, global leader company in social and mobile technology provision. His focus is on providing mobile and social technology and solutions to the media and entertainment sector.

LORENZO OTTOLENGHI (@LOTTOLENGHI)

Vice-Director, Rai News



Lorenzo has been a journalist for 28 years and a professional journalist for 20. He started his professional experience in a science press agency and since then has moved to different roles such as newspaper editor, head of press office and external relations, foreign affairs

editor, chief editor, political consultant and Manager for Institutional and Press Relations. He currently works with Rainews24, the all news channel of Rai, where he became vice-director responsible for the news portal of Rai (Rainews.it) and of the teletext TV platform (Televideo). Now he's also working for the channel Rainews24 as Vice-Director.

ANNIKA NYBERG-FRANKENHAEUSER (@AFRANKEA)

Media Director, EUROVISION



After qualifying as an art teacher, Annika Nyberg began an enduring relationship with YLE. Several years as a radio reporter were followed by a move into print, working as an editor for a cultural magazine and then moving from radio to become a TV reporter for the Swedish

Language Services, where she climbed then became Head of TV News & Current Affairs. She was appointed Director of Programmes for Radio in 1997, adding the TV and internet portfolios to her responsibilities in 2006. She is currently the Media Director in the EBU, where she is in charge of TV, News, Radio, Online and the EUROVISION ACADEMY.

NADJA HAHN (@NADJASNEWS)

Journalist, ORF



Nadja Hahn is a business reporter for ORF Radio in Vienna. In 2012, she won the EBU-POLIS Fellowship and wrote a paper called “What Good is Twitter”, in which she argued why and how public service broadcasters should use social media. Since then, she has been supporting the ORF

radio news department with social media and social media training. Nadja Hahn started her career as a finance reporter in London. She has also worked for several newspapers, magazines and websites. She is now also engaged in ORF’s plans to develop a multimedia newsroom.

ALEX TRICKETT (@ALEXTRICKETT)

Head of Sports, Twitter



As Head of Sport for Twitter UK, Alex is a consultant to the sports industry. He works closely with teams, players, governing bodies and the media to create compelling activations, which unlock the power of Twitter, bringing sports fans closer to the action than ever before. No longer is there a

barrier between the game, its players and the people who pay to watch. With Twitter, fans can influence the sports they love and have real-time conversations with the stars who play them.

JON OLA SAND (@JONOLASAND)

Head of Entertainment & Live Events, EUROVISION



Jon Ola has 15 years of experience working with major productions and co-productions at NRK and TV2 in Norway as well as independent production companies. He has produced and directed a variety of programmes, such as the Nobel Peace Prize Concert, the Norwegian

Film Awards and the Norwegian national selection for the Eurovision Song Contest, Melodi Grand Prix. Since 2010, Sand works as EBU's Executive Supervisor of the Eurovision Song Contest.

SIETSE BAKKER (@SIETSEBAKKER)

Event Supervisor of the Eurovision Song Contest, EUROVISION



Sietse is an entrepreneur, speaker and writer. He is the founder and CEO of WOW!Works and Domeinbalie.nl and Event Supervisor of the Eurovision Song Contest. He has been working with the EBU since 2011, where he fulfills the role of Event Supervisor for the Eurovision

Song Contest. Earlier he was Project Manager Internet and Manager of Communications & PR for the contest.

MARCO RICORDA (@MARCORECORDER)

Community Manager, European Commission



Marco is the Community Manager for the European Union at Expo Milan 2015. He is a blogger, social media analyst and rugby fan.

He focuses his work on social and digital networking at the institutional level and on the relations between citizens and institutions at the digital

communication level. In his words, his presentation is about “how to bridge the tweet with the handshake” and use social media as primary digital networking tools.

PER PALMQVIST (@TUMMYBOY)

Social Journalism Developer, Swedish Radio



Per comes from Stockholm. He has been working for public radio in Sweden since 2011, at first as a web editor and since 2014 as a social media journalism developer. His work focuses mainly on education and information for SR staff and making strategies for the company's

presence on social media, as well as managing a set of accounts including on Facebook, Twitter and Instagram.

WILL GUYATT (@WILLGUYATT)

Manager of Communications, Instagram



Will Guyatt is the Strategic Partnership Manager for News at Facebook for all of its brands. Will joined the company in 2013 as European Communications Manager for Instagram, and has previously worked in PR roles for media groups including News Corp and Future

Publishing. A former journalist, Will still contributes to major broadcasters and writes for a number of outlets.

JONTY ANGEL (@JONTYANGEL)

Technology Consultant, Deco Tech Media



Jonty is a passionate technologist and marketer who has been working in the high tech industry for nearly 10 years. He has held marketing, business development and partnership positions at Pinterest, Zapper, Google and YouTube.

He is a qualified Electrical Engineer and studied business entrepreneurship at London Business School.

ROWAN COLLINSON (@ROWANC)

Senior Producer, BBC



Rowan is Senior Digital Producer at BBC Radio 2 and 6 Music specialising in fusing social media and broadcast. He won the Sony Radio Academy Gold Award for 'Best Use Of Multi-Platform' two years running in 2012 and 2013 for his work on Now Playing @6Music and Radio 1's

Review Show and since joining the BBC has been responsible driving record social reach to 6 Music and developing Radio 2's flagship multiplatform music property Sounds Of The 80s.

RUURD BIERMAN (@RUURDBIERMAN)

Media Consultant



Ruurd Bierman is one of Europe's thought leaders on the future of media. He is involved in strategy projects as consultant and project manager for the EBU, NPO in Netherlands and NTU in Ukraine. He coaches and speaks about media strategy, diversity and innovation, for

more than 20 broadcasters and international conferences.

ALINE DE VOLDER (@ALINEDEV)

Social Editor, RTBF



Aline is Social Editor for the News Department at RTBF. On a daily basis, Aline does Community Management and edition for RTBF Info and for the investigative TV programme « Questions à la Une », as well as the supervision of different accounts. Aline works on increasing

the social presence of the RTBF News Department by advising journalists and departments and by integrating social media into global media operations. Aline is also the Vice-Chair of the EUROVISION Social Media Trends Network.

MATEJ PRAPROTNIK (@PRAPROTNIX)

Assistant Director, RTVSLO



Matej first worked on Radio Slovenija as a journalist and a morning host. Following an Innovation journalism fellowship at Stanford University, he started developing digital strategy for Radio Slovenia. His team redesigned online radio experience, improved radio on demand services

and integrated social media into the workflows. Occasionally, he stills hosts a weekly science and technology show and - in his spare time - prepares a free mandarin Chinese podcast for Slovenians.

SABRINA PALM (@IS_PALM)

Digital Media, ZDF/Phoenix



As an editor at the digital media department Sabrina is working on all digital activities of Phoenix. She is especially interested in cross-media projects and in implementing digital media in different programmes.

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OPERATING EUROVISION AND EURORADIO