



AGENDA

Tuesday 26 May 2020 (3:00-5:30 PM CEST)

- 1. WELCOME ADDRESS** **15:00-15:10**

 - Claudia VACCARONE, Moderator - Housekeeping
 - Tinatin BERDZENISHVILI, 1st Deputy Director General, GPB & Chair, EBU Gender Equality Steering Group
- 2. OPENING INTERVIEW** **15:10-15:40**

Gender Equality in media: a leadership priority in 2020

 - Tony HALL, Director General - BBC, EBU President
 - Cilla BENKO, Director General - Swedish Radio and EBU Board Member
- 3. PRESENTATION: ALL THINGS BEING EQUAL** **15:40-15:50**

Practical steps to build a gender equality roadmap: highlights from the EBU Report

 - Claudia VACCARONE, Diversity Programmes for Members – EBU, report Author
- 4. FIRESIDE CHATS: GETTING STARTED WITH DATA** **15:50-16:20**

Examples of metrics selected by PSM to assess the situation and measure progress

 - Bruno LAFORESTRIE, Director Mouv', Head of Diversity Committee - Radio France

Harnessing qualitative feedback from staff to identify issues

 - Marianne BELL, Culture & Progression Lead - BBC
 - Anne FOSTER, Head of Workforce Diversity - BBC
- 5. KEYNOTE: ENGAGING EVERYBODY, MEN AND WOMEN** **16:20-16:50**

 - Avivah WITTENBERG-COX, CEO - 20-first
- 6. FOCUS ON POLICY: LESSONS FROM PSM** **16:50-17:25**

PANEL 1: The policies that drive change in recruitment and promotion

 - Estelle KUPPERSCHMITT, Organizational & Development Manager - RTBF
 - Ann HOLMGREN, Head of Employer Branding, Diversity and Inclusion - Swedish Radio

PANEL 2: The policies that develop leaders

 - Sandra David, Equal Opportunity Officer - ARD/BR
 - Teresa Muñoz Guerra, Equality Officer - RTVE
 - Nicky Davis, Director, Diversity & Inclusions - CBC/Radio-Canada
- 7. Wrap up & closing remarks** **17:25-17:30**

 - Noel Curran, Director General, EBU



SPEAKER BIOS

#PSM4EQUALITY

Marianne BELL, Culture & Progression Lead – BBC

 [@MarianneBellUK](#)



Marianne Bell has a background in editorial leadership at the helm of teams in BBC Local Radio and Regional TV. As Development Director for BBC News, she was the board member responsible for culture change projects. In 2018, Marianne was asked by the BBC's Director General, Tony Hall, to lead a culture change programme to accelerate the progression of women in the BBC, which led to the publication of the report "Making the BBC a Great Workplace for Women". The project redesigned the BBC's approach to a gender equal culture including normalizing flexible ways of working.

**Cilla BENKO, Director General - Swedish Radio
EBU Board Member**

 [@CillaBenko](#)



Cilla Benko was appointed Director General & CEO of Swedish Radio October 1, 2012. Since 2009 she held the position of Deputy Director General. She began her career as a journalist in Swedish Radio's main newsroom Ekot. She then held several senior management positions. She has worked as a freelancer in New York for Swedish commercial channel TV4 and has been Head of the News department at Swedish Television (SVT). Since 2010 Cilla is an EBU Executive Board member and past Chair of the EBU Personnel

Committee. She is a member of the Board of Trustees at INSI (International News Safety Institute) and past President of the Prix Europa Festival. Cilla has also been a member of the Advisory Board for the Media and Communications Department at LSE (London School of Economics). In 2016 she was awarded the Pontus Schultz prize for her leadership and for having achieved an equal workplace at all management levels within Swedish Radio. In 2017 she was awarded the Leader of the Year award by Swedish magazine "Chef". In 2020 Cilla was rewarded the Kings medal for "Eminent services to Swedish media" by HRH King Carl XVI Gustaf of Sweden.

**Tinatin BERDZENISHVILI, 1st Deputy Director General - GPB
Chair, EBU Gender Equality Steering Group**

 [@TinaBerdzenish1](#)



Tinatin Berdzenishvili is the First Deputy Director General of Georgian Public Broadcaster, with 20 years of experience in Media and Marketing Communications. She is a TV Media Expert and a PhD. Candidate of Media Studies. She is also the Chair of the EBU Gender Equality & Diversity Steering Group. She is committed to Public Service Media and a strong believer in female leadership and mobile-first media strategies.

**Noel CURRAN, Director General – EBU** @EBU_HQ

Noel Curran took up the role of Director General of the EBU in September 2017. He is the former DG, Managing Director of Television and Editor of Current Affairs of RTÉ, Ireland's national television and radio broadcaster. As Director General, he radically restructured RTÉ following the financial crisis that began at the end of 2008 and successfully positioned RTÉ as a robust digital media organization. A strong and long-time advocate of Public Service Media, Curran is also an award-winning investigative journalist and producer.

As an editor and producer, Noel's programming won numerous awards for journalism and he was Executive Producer on a range of live television events, including the Eurovision Song Contest in 1997, general election coverage, live entertainment series and factual programming. Noel attended Trinity College, Dublin, and graduated from Dublin City University in both European Studies and Communications, specializing in national and international broadcasting policy. He is currently Adjunct Professor of Journalism at Dublin City University.

Sandra DAVID, Equal Opportunity Officer - ARD/BR @SandraDavidBR

Sandra David started her career at BR, the Munich-based directorate of German public broadcaster ARD, as a commercial trainee and, after a degree in media marketing, as Marketing & Events Manager. Eventually she grew in an HR leadership position, responsible for the training of 40 apprentices. Since 2014 Sandra is BR's Equal Opportunities Officer with a result-driven focus on achieving gender equality. She has launched and institutionalized a series of initiatives to grow female leadership which resulted in women

managers' growth. She organized the 2018 MEDIEN WOMAN Conference attended by 400 women from all German-speaking broadcasters in Germany and Austria. Sandra is a member of the ARD/ZDF/ORF equal opportunities officers and the SHE - Bavarians Women networks. She is a member of the EBU Gender Equality & Diversity Steering Group. She enjoys the outdoors and is an avid sportswoman in her free time.

Nicholas DAVIS, Director of Engagement & Inclusions - CBC/Radio-Canada

Nicholas is currently the Director of Engagement & Inclusion at CBC. Nicholas has worked in the Canadian radio, television and print for 33 years. He has won many awards for his journalism, including a 2006 Gabriel award. Nicholas has been with the Canadian Broadcasting Corporation (CBC) for 23 years, as a reporter, Manager of Program Development and Senior Producer of Toronto's number one morning show -- Metro Morning on CBC Radio One. Nick also coaches basketball at Sheridan College since 1994 and he is a

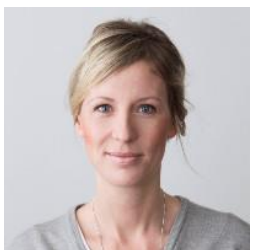
member of Basketball Canada's National Coaching Pool.

**Anne FOSTER, Head of Workforce Diversity - BBC**

Anne Foster specializes in supporting people through building inclusive workplace cultures. She joined the BBC in January as Head of Workforce Diversity & Inclusion. Prior to this, she worked for Sony Pictures Entertainment as the Director of Diversity, Leadership and Organisational Development. Key work included strengthening leadership capability, developing talent, and supporting staff inclusion networks. Prior to this, Anne was the Head of D&I for the House of Commons, where she was responsible for leading the strategy to embed equality into practices and policies, improving access for all, and creating an inclusive culture for staff, Members of Parliament, and the public. Anne is a member of the Prime Minister's Race Disparity Advisory Group, and a trustee of The Creative Society, an employment charity helping young people to work in the creative sector.

Tony HALL, Director General - BBC, EBU President

Tony Hall is the EBU President and has been Director-General of the BBC since 2012. Prior to this, Tony was Chief Executive of the Royal Opera House from April 2001 until April 2013. He joined the BBC as a news trainee in 1973 and during a 28-year career at the Corporation he held several production and editing roles, culminating as Chief Executive of BBC News from 1996 to 2001. While at the BBC he launched Radio 5 live, BBC News 24, BBC News Online and BBC Parliament. In his tenure as Director General he has championed gender equality programs and a cultural transformation investing in both the organizational aspects as well as securing more diversity on-screen and on-air. He is the Executive Sponsor of the EBU Gender Equality & Diversity Steering Group.

Ann HOLMGREN, Head of Employer Branding, Diversity and Inclusion - Swedish Radio

Ann Holmgren is Swedish Radio's Head of Employer Branding and Diversity. In her position, she is responsible for the strategic deployment of employer branding tactics that will maintain, via recruitment and promotion, the broadcaster's high standards of gender equality and support their value of diversity. SR was celebrated in 2019 with the Most Gender Equal Swedish Company award. She joined SR three years ago, bringing 10 years of experience as an HR consultant. Prior to that she practiced as a licensed family therapist. She is married with three children and in her spare times she enjoys fitness, travel, movies and music.

**Estelle KUPPERSCHMITT, Organisation & Development Manager - RTBF**

Estelle started her career at RTL9 as a TV reporter while in high school. After pursuing a master's degree in law, she practiced labour law. Estelle has been an HR executive since 2004. She joined Dexia SA as HR Business Partner at group level. In 2012, she joined Euroclear as Director, HR Business Partner for the Support & Client Facing Divisions. She joined RTBF in 2015 and is responsible for Performance management, Leadership & Culture, Well-being (Burn-out prevention and continuous improvement) and Diversity & Inclusion, from an HR and organizational perspective.

**Bruno LAFORESTRIE, Director Mouv'
Chair of Diversity & Equality Committee - Radio France**

After studying management at Paris-IX Dauphine (1990-1994) and communication / media at Science Po (1994-1996), Bruno Laforestrie co-founded in 1996 Hi-media, an internet marketing agency, which floated on the stock market in June 2000. He also developed the French music magazine publishing landscape (Radikal, Magic!, Vibrations) and the some of the early hip-hop and urban cultures radio broadcast. He then directed Générations Développement, a company specializing in digital and audiovisual production.

Since 2002, Bruno has chaired the most active French hip hop Associations (Hip Hop Citoyens and the Paris Hip Hop initiative). He regularly intervenes with institutions on youth and cultural issues. His social engagement was recognized in January 2011 when Bruno was named *Chevalier des Arts et Lettres*. Since May 2014 he is Director of Mouv' Radio, a Radio France group channel, dedicated to young people. In October 2019, he was named Chairman of Radio France's Diversity and Equality Committee.

Teresa MUÑOZ GUERRA, Equality Officer - RTVE

Teresa Muñoz Guerra is a UCM (Madrid) journalism graduate. She has been at RTVE since 2001 covering a variety of roles in journalism and administration. Today she is the Equality Officer at the Wellbeing, Gender Equality and Diversity department, created in July 2018 as part of the HR Direction. Since then, she has implemented programs and workshops to achieve gender balance within RTVE and eliminate gender bias. In 2017 and 2018 she implemented a programme at Instituto RTVE to include gender

perspectives in teaching methodologies. Teresa is a member of the RTVE Equality Commission, and member of the EBU Gender Equality & Diversity Steering Group.



Claudia VACCARONE, Diversity Programmes for Members - EBU

 [@claudia_v_](#)



Claudia is a marketing executive with over 20 years of international experience in media, broadcasting and communication. She is currently heading Diversity Programmes for Members at the European Broadcasting Union, the world's largest association of public broadcasters. She moderates the EBU Gender Equality & Diversity Steering Group and she is the author of the EBU 'All Things Being Equal' gender equality guidelines report. Previously she was Director of Global Market Research and Customer Experience at Eutelsat, the Paris-based global satellite operator, where she carried industry leading research on TV distribution, new standards (4K/UHD) and customer satisfaction. After starting her career in the United States in multicultural advertising, she has led the worldwide launch of TV Files (1st European start-up at the crossroads of video broadcasting and IP). A regular presenter at media industry global events, a judge on industry Awards contests, a board member of IABC (2016-2018), and a member of the Professional Women Network' The Board Network, Claudia advocates for stronger diversity and female leadership in media.

Avivah WITTENBERG-COX, CEO - 20-first

 [@A_WittenbergCox](#)



Avivah Wittenberg-Cox is a global expert on all things gender balance. She is the CEO of 20-first, a global consulting firm working with companies interested in capturing the competitive advantage of gender, nationality, and generational balance. Her ground-breaking thought leadership is accessible through several seminal books and regular contributions to Harvard Business Review and Forbes. She's done several TEDx talks, has been recognized by ELLE Magazine as one of the Top 40 Women Leading Change and was recently celebrated by PWN Global with a Lifetime Achievement Award for Gender Balanced Leadership. Her book, Why Women Mean Business, was awarded the MANPOWER Best Book of the Year Prize.