SCHEDULE OVERVIEW
DIGITAL MEDIA DAYS 2017

EBU
OPERATING EUROVISION AND EURORADIO

MONDAY 23 JANUARY
CCB, Lisbon
DAY 1

09:00-18:00 MAINSTREAM CONFERENCE: STRATEGY DAY
REDEFINING OUR ROLE IN THE DIGITAL ERA
Audience: senior executives/senior managers
Room: Sophia de Mello (x80 PAX)
Topics will include:
- Redefining PSM role in the digital era
- Frameworks for digital success
- Lessons learned from digital-first strategies
- Transforming skills and culture
- Attracting and managing digital talent
- Innovation as our mainstream
- Becoming digital leaders

11:00-18:00 HUB: NEWS - UGC VERIFICATION WORKSHOP
Audience: on invitation only, for members of the EVN UGC Verification Network
Room: Amália R.

12:45-13:45 LUNCH BREAK

14:00-18:00 PRIVATE MEETING OF THE YOUNG ADULTS/ YOUNG AUDIENCES EXPERTS
Audience: on invitation only
Room: Maria H.

18:00 END OF DAY 1

TUESDAY 24 JANUARY
CCB, Lisbon
DAY 2

09:00-17:30 MAINSTREAM CONFERENCE: TRENDS & BEST PRACTICES
REDEFINING OUR STORIES FOR THE DIGITAL ERA
Audience: digital storytellers, digital strategists, programme managers, innovation managers (all genre)
Room: Sophia de Mello
Topics will include:
- Best daily tactics for digital content production
- Audience engagement
- Web-creation and web-series
- Digital trends in entertainment
- Online video, Interactive video, VOD
- UX & design trends
- Latest developments from PSM

10:00-11:30 (optional) HUB: MASTERING SNAPCHAT
Room: Maria H.

11:45-13:00 (optional) HUB: BIG DATA
Data-driven content production
Room: Amália R.

13:00-14:00 LUNCH BREAK

14:30-15:30 (optional)

HUB: MUSIC	HUB: SPORT
Digital media & music	Trends in e-Sports
Room: Maria H.	Room: Amália R.

15:45-17:15 (optional)

HUB: "dotRADIO"	HUB: FICTION
Room: Maria H.	Web-creation in fiction
	Room: Amália R.

18:00 END OF DAY 2

WEDNESDAY 25 JANUARY
CCB, Lisbon
DAY 3

10:00-16:30 HANDS-ON WORKSHOPS
Audience: members of social media trends network, digital storytelling labs teams, news experts and sports experts.

See topics and schedules below:

10:00-13:00 WORKSHOP: DIGITAL MEDIA & SPORTS
Room: Amália R.

10:00-16:30 WORKSHOP: NEWS CONTENT PRODUCTION FOR DIGITAL PLATFORMS
Audience: on invitation only
Room: Maria H.

13:00-14:00 LUNCH BREAK

14:00-16:30 WORKSHOP: Latest development from PSM (part 2)
Room: Amália R.

16:30 END OF DAY 3

19:15 DINNER
Only for Day 1 participants previously registered for the dinner

18:00 SOCIAL EVENT AT CCB
Only for Day 2 & 3 participants previously registered for the cocktail

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