

DIGITAL MEDIA DAYS 2018

DATE

9 March 2018

FINAL AGENDA

21.02.2018

NEWS DIGITAL WORKSHOPROOM C: CINEMA (1ST FLOOR)**AGENDA****Friday 9 March**

- 09:30** **HOW TO DESIGN AND IMPLEMENT YOUR DIGITAL STRATEGY**
- David Lamon, Head of Social and Digital Media (RTS), Mateusz Piekut, Head of Online Video (SVT) and Aline de Volder, Social Editor (RTBF) will present their digital strategies.
- 10:15** **PEER TO PEER MENTORING**
- What should I do next? Why is my strategy not working? Have you experienced something like this? Participants are invited to bring their concerns with them. Peers attending the meeting will try to turn them into resolutions. Don't miss the opportunity to be part of the solution.
- 11:00-11:30** COFFEE BREAK
- 11:30** **INSTAGRAM: BEST PRACTICES AND THE PLACE TO BUILD YOUR NEXT AUDIENCE**
- Andrea Willford, Strategic Partnerships EMEA at Instagram will guide a hands-on session on how to better use Instagram for News.
- 12:15** **GET TO KNOW YOUR AUDIENCE: BRINGING METRICS TO THE NEWSROOM**
- Hanne Brasseur, Audience Engagement (VRT) will explain how measuring and analyzing user behavior, has led the newsroom to achieve greater impact, engagement, and optimized performance and resources.
- 13:00** **HOW TO STAY IN BUSINESS**
- To Facebook or not to Facebook? To hack or not hack? Let's explore some unconventional examples to get inspired.
- 13:30** LUNCH