

EBU

OPERATING EUROVISION AND EURORADIO

SKILLSXCHANGE WORKSHOP

22 JANUARY 2016
GOOGLE OFFICES
BRUSSELS

ENGAGING WITH YOUNG
TALENTS TO FOSTER
CREATIVITY

#SkillsXchange

THE EVENT

We face many challenges, but getting talented people on board will create opportunities to build a better future of public service media.

Public Service Broadcasting is about people and about good stories. Our audience is at the heart of our *raison-d'être*, and our staff is our greatest asset to reach and engage with them.

Millennials have changed the way we understand the media and the way we tell our stories. This is a generation of digital natives and media savvies, and engaging with them involves not only to adapt to the evolving media landscape, but also to give ourselves the freedom to re-think our strategies and the art of transmedia storytelling in order to be relevant to them.

Supporting our most bright, dynamic and passionate millennial talent, and learning from them, will help public service broadcasters to address the future. But other industries and companies are competing for the brightest young talents.

What can we do to make sure that our brightest talents are happy to work with us? What values motivate them? And how can we make sure that we efficiently exchange ideas with them?

Jean Philip De Tender
EBU Media Director

Innovation
Millennials *Creativity*
Talent
Leadership *Storytelling*

ABOUT SKILLSXCHANGE

The EBU SkillsXChange programme is an Erasmus-style Programme for young professionals working with Public Service Broadcasters in Europe and beyond.

The Programme's goal is to offer the Candidates an opportunity to broaden their experience and to spread fresh ideas and innovative practices by taking part in an international exchange.

The first edition of this Programme took place within the Prix Italia (Turin, 19-24 September). It addressed candidates interested in following, analysing, participating and reviewing the organisational process and the outcomes of one of the most important event in today's media landscape.

Andrej Cebokli (RTVSLO Slovenia), Pauline Libeert (VRT Belgium), Kristin Granbo (NRK Norway), Aleksandr Hussainov (EER Estonia), François Jadoulle (RTBF Belgium), Irma-Lissa Pyökkimies (SR Sweden), Marina Strauss (DW Germany) and Nigel Wheatley (RTE Ireland) are the 8 who were chosen for their creativity to take part in the inaugural EBU project.

This year's Prix Italia theme was the "Power of Storytelling" and the SkillsXchangers, led by Senior Online Development Project Manager Madiana Asseraf, used video, audio and social media to explore topics such as how to make radio go viral, the secrets behind making successful TV series and the challenges presented by user generated content.

"The SkillsXChange programme helps young PSM professionals grow and acquire experience from a different perspective, as well as provide the host broadcaster with fresh and inspiring new ideas from creative professionals from other countries".

Jean Philip De Tender, EBU Media Director

"The SkillsXChange was not just a chance to nurture innovation within Public Service Media but also it provided an opportunity to innovate the Prix Italia at the same time".

Paolo Morawski, Secretary General of Prix Italia

“I would totally recommend the SkillsXchange Programme to anyone. We tend to get stuck in our own routines, and seeing what others do around Europe – and working together to find new ways of producing content, is super beneficial”.

Kristin Granbo (NRK), SkillsXchanger 2015

“SkillsXchange was a week of intense work but you learn more in this week than in one year.”

François Jadouille (RTBF), SkillsXchanger 2015

“Being part of the SkillsXchange project is working together with people you’ve never met, but finding a way to learn from each other and to create content and news with other tools than you’re used to”.

Pauline Libeert (VRT), SkillsXchanger 2015

“One of the things I learned during the SkillsXchange week is that a story always fits a creative format. Even if it is just a simple vox pop or an interview try to come up with a new idea”.

Marina Strauss (DW), SkillsXchanger 2015

“The best about having taken part in the EBU SkillsXchange programme is all the wonderful digital creatives from around Europe I had the honor to work with! I really feel I learned a lot, it was great to be part of an international multi-skilled team. And the best part is that we can continue sharing ideas and experiences even after the SkillsXchange week. I now have close colleagues in seven different public service companies across the continent – it’s amazing!”.

Irma-Liisa Pyokkimmies (SR), SkillsXchanger 2015

For more information about the SkillsXchange programme, please contact Madiana Asseraf (asseraf@ebu.ch).

HOW TO TAKE PART IN THE EBU SKILLSXCHANGE PROGRAMME?

All active Members are invited and encouraged to present candidates (young professionals) for the programme: the selection criteria is defined for each specific or programme exchange. All active Members are also invited and encouraged to host a SkillsXchange programme:

Criteria to host an exchange:

- Be able to host at least 1 candidate from another EBU Member organisation, including travel and accommodation costs;
- Propose one specific project, event or challenge for the young professionals to work on or to contribute to;
- Together with the EUROVISION Media Department, define the deliverables expected from the young professionals;
- Together with the EUROVISION Media Department, define the profiles expected and the selection criteria.

Benefits for the host organisation:

- Fresh ideas;
- International approach / different perspective for a project or event.

Benefits for the candidates:

- Broaden experience;
- Fresh ideas;
- Network with other media professionals.

Benefits for the wider EBU Membership:

- Case study after each exchange or event.

MORNING SESSION

09:30

REGISTRATION

Arrival, coffee, networking

10:00

WELCOME

Welcome message by EBU

10:20

KEYNOTE SPEECH

By Cilla Benkö, Director General of Swedish Radio

The media market is not national any longer. Public Service companies in all European countries are facing competition from big, global and financially very strong digital companies. Cilla Benkö, DG of the Swedish Radio, will talk about the transmission from an analog company to a public service broadcaster where all three pillars are equally important: terrestrial radio, on line and social media. In a world where the traditional radio audience are still very strong and active SR still have to transform content, organization and mind set to stay trusted and relevant also in the future.

10:45

POST-TALK CONVERSATION

Moderated by Simon Fell, Director of EBU Technology & Innovation

11:00

GROUP EXERCISE: THE CHRONOLINE

Moderated by Studio Banana

Participatory survey on media production and consumption habits and trends.

11:15

Coffee break

11:30**CROSS-GENERATIONAL STORIES**

Moderated by Studio Banana

How to tell stories across generations, to different audiences and with different media?

12:00**DISCUSSION: FROM “MEDIA FOR TODAY” TO “MEDIA FOR TOMORROW”**

Moderated by Studio Banana

Accelerated Public Service Media spin off creation.

12:45**PITCHING SESSION: OpenVRT**

By Ezra Eeman, Head of VRT Start-Up

OpenVRT is a community for digital creatives in Flanders: bloggers, app builders, photographers and much more. They are a showcase for young talent that is open to collaborations with Flemish creators. VRT organizes exclusive events, workshops and hackathons for the members of the community. The network is also a space for young digital creatives to discuss their ideas with each other and improve their skills.

13:00**PITCHING SESSION AND Q&A: EBU SKILLSXCHANGE**

By Madiana Asseraf, Senior Online Development Manager, EBU

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13:15*Lunch*

AFTERNOON SESSION

13:45

COLLABORATIVE DISCUSSION: CROSS-MEDIA BLIND DESCRIPTION

Moderated by Studio Banana

14:10

KEYNOTE SPEECH

By Stephen Nuttall, Senior Director of YouTube EMEA

Youtube EMEA's Senior Director Stephen Nuttall sharing his views on how the media can better engage younger audiences with creative new talent and content.

14:35

POST-TALK CONVERSATION MODERATED

By Múirne Laffan, Chief Digital Officer, RTÉ Digital

15:10

PROTOTYPING SOLUTIONS FOR THE CHALLENGES IDENTIFIED DURING THE DAY

16:45

ELEVATOR PITCH PRESENTATIONS

17:00

END OF THE WORKSHOP

SPEAKERS

CILLA BENKÖ

Director General, Swedish Radio



Cilla Benkö 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

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

SIMON FELL

Director of EBU Technology & Innovation



Simon Fell has more than 35 years' experience in senior broadcasting technology roles, including at British broadcaster ITV, where he was Director of Future Technologies and Controller of Emerging Technologies. Mr Fell worked for Carlton Television, the ITV franchise holder for the

London region, where he held several executive roles linked to operations and emerging technologies. Prior to joining the EBU, he was also Chairman of the Technical Council at the Digital Television Group, the industry association for digital television in the UK, and represented UK broadcasters on the EBU Technical Committee between 2006 and 2009.

EZRA EEMAN

Head of VRT Start-Up



Ezra Eeman is a user-focused digital innovation lab that explores new formats and concepts for the Flemish public broadcast company VRT. Previously, he worked as a journalist and documentary filmmaker at VRT and VTМ, as well as the head of current affairs programs Telefacts

and Royalty . In 2012, Ezra Eeman received a Fulbright scholarship to investigate the changing media landscape at the City University of New York, where he specialized in the latest technologies and platforms. He studied among others mobile video, data visualization and multimedia storytelling. He is also the founder of Journalism Tools, a Twitter and Pinterest-based service that has curated thousands of different tools for journalists.

MÚIRNE LAFFAN

Chief Digital Officer, RTÉ Digital



Múirne Laffan leads RTÉ's digital division, the dynamic team responsible for driving a portfolio of innovative Irish brands. The remit of RTÉ's digital division is to bring RTÉ content and services to Irish and international audiences across a range of platforms, devices and

markets. She plays a key role in helping RTÉ achieve its digital ambition of meeting audience needs, driving innovation, developing partnerships and supporting the leadership of Ireland's digital economy.

STEPHEN NUTTALL

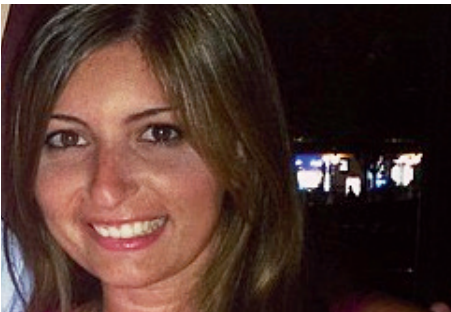
Senior Director of Youtube EMEA



Stephen Nuttall leads the team responsible for all content partnerships and operations at YouTube EMEA.

MADIANA ASSERAF

Senior Online Development Manager, EBU



Madiana is the Senior Online Development Manager with the EBU Media Department. She manages and coordinates strategic projects and services in the areas of engagement, transmedia and digital storytelling, including the EBU SkillsXchange programme, a series of exchanges

and workshops to facilitate the exchange of knowledge, know-how and ideas between young professionals working with EBU Member Broadcasting Organisations. Madiana also coordinates the EUROVISION Digital Labs network and the EUROVISION Social Media Trends network and works closely with Members to identify their needs and opportunities to work together and to exchange knowledge and trends in the online media industry and the international media landscape.

EXERCISES FACILITATORS: STUDIO BANANA

Studio Banana is an imagination agency. Their raw material is creativity. They decipher complexity using creative thinking to make a difference in organisations and in society.

Through their unique design thinking-doing-learning approach, Studio Banana's multidisciplinary team collaborates closely with partners and clients in implementing value-add strategies, services, products and experiences.

Studio Banana's work has been lectured and exhibited in places such as MoMA New York, Guggenheim Bilbao, Stanford University, Skolkovo school of management or BoD Hong Kong, and featured in diverse media such as FT, Guardian, NY Times, Bloomberg, Huffington Post, BBC, CNN, abc, mashable, TechCrunch or dezeen.

Best known for their self-initiated blockbuster projects like the Ostrich Pillow or the Batband, they don't forget that they are also at the service of people. They support organisations such as United Nations, International Olympic Committee, Thomson Reuters, Ernst&Young, Santander, Nestlé, Qatar Foundation, Al Jazeera, Channel 4, Telefonica, BBDO or McCann in their growth, improvement and outreach.

**studio
BANANA**

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