

## 2 OCTOBER, WEDNESDAY

### 10:00 DIGITAL COMMITTEE MEETING

RAI Studio

### 10:00 SOCIAL MEDIA GROUP MEETING

La Centrale Nuvola Lavazza

### 19:00 WELCOME DRINKS AT MOLE

#### ANTONELLIANA

Join us at the beautiful Mole Antonelliana (The National Museum of Cinema) for drinks and get to know your peers better.

CO-HOSTED BY

Rai

## DAY 1 (3 OCTOBER, THURSDAY)

8:30 Arrival, Accreditation & Coffee

### 9:00 WELCOME & INTRODUCTIONS

#### 9:10 THE FUTURE OF PSM & EBU

The EBU has been central in the development of PSM in Europe and abroad. How can we remain valid and what value can the EBU deliver for the next 20 years of Public Service Broadcasting?

#### 09:30 GENERATION WHAT?

PSM are working hard on grasping the new generation and serving them! In this session, we dive into the psychographic report of the future generations, uncovering their real lives and how we can connect with them as PSM.

10:40 Coffee Break

#### 11:20 NAVIGATING THE BRAVE NEW WORLD OF MEDIA

In this session, we explore how media organizations are navigating the evolving landscape of consumer behavior amidst what some describe as a perfect storm.

12:30 Lunch Break

#### 14:00 SOCIAL MEDIA – BEYOND STOCKHOLM SYNDROME?

If we want to connect, we need to go where the audience is. After 20 years PSM seem to suffer from a Stockholm syndrome. We know we have to leave to take control, but what if we leave and our audience doesn't follow?

#### [BREAKOUT SESSION] 14:00 INTERNAL DISRUPTION ENGINE: WHY RULES ARE MADE TO BE BROKEN

This session explores how 'tactical disruption' is sometimes needed to drive change, challenge culture, and open minds. Join our unique 'fishbowl' conversation, where everyone can step into the centre, share experiences, and reveal their disruptor tactics.

15:30 Coffee Break

#### 16:00 CAN WE LEVERAGE DATA & AI FOR BETTER AUDIENCE CONNECTION?

The possibilities for using AI and Data seem unlimited. Join our expert speakers as we delve into the ways data and AI can empower audience engagement and take it to new levels.

#### [BREAKOUT SESSION] 16:00 PSM PLATFORMS IN A POST-APP ERA

With the rise of connected devices like Apple Vision Pro and Oculus Rift, discover what broadcasting means in a platform-dominated world.

17:30 End of Big Digital Meet-Up Day 1

18:30 GUIDED CITY TOUR OF TURIN

20:00 MANON LESCAUT OPERA BY PUCCINI - TEATRO REGIO (only limited tickets available)

## DAY 2 (4 OCTOBER, FRIDAY)

8:30 Arrival & Coffee

### 9:00 THE OTHER WAY IN – BUILDING RELATIONSHIPS IN A DIGITAL WORLD

It's a brave new (media) world. How do we build relationships in the new platform world? Relationships are about listening and understanding your audience. They are also about who can tell you the story. Who's sending it? Digital gives us the real opportunity to interact and build diverse or more personalized relationships. How can we leverage this?

10:30 Coffee break

### 11:00 GAME ON! – SHOWCASING MEMBER BEST PRACTICES

Explore best practices in audience engagement and value delivery using 'another way in' from PSM organizations. In this session, we will focus on how gaming helps us as another way into our audience.

12:30 Lunch break

### 14:00 STRATEGIES IN A DIGITAL WORLD

Building relationships with the audience, inviting them to our content, has always been an important and key area in media. However, marketing and branding have to adapt to the new reality of the digital and platform world. In a world full of content and contact points, how do you stand out as PSM? In making PSM content findable it is extremely important to guide our audience with strong campaign, branding and promotion.

### [BREAKOUT SESSION] 14:00 FUNDAMENTALLY, WHAT DO WE NEED TO BE AS THE FUTURE PEOPLE OF PSM?

Traditional job roles are changing, requiring PSM staff to be adaptable, multi-skilled, and flexible. How can we best deal with this shift, and what skills will be vital in the future? What is the role of digital in leading the front line in legacy organizations?

16:00 End of Big Digital Meet-Up 2024

Prix Italia 2024 Awards Ceremony