

KNOWLEDGE EXCHANGE 2015

EVENT PROGRAMME 14 SEPTEMBER, 2015

Time	Topic	Speakers
09:00 - 09:30	Registration and coffee	
09:30 - 10:00	Welcome	Ingrid Deltenre <i>Director General, EBU</i>
		Guillaume Klossa <i>Director of Public Affairs, EBU</i>
	Introduction: Why measure PSM Contribution to Society?	Dr Roberto Suárez Candel <i>EBU</i>
10:00 - 10:45	KEYNOTE SPEECH	
	PSM in the 21 st century: What value and which values?	Prof. Dr Gregory F. Lowe <i>University of Tampere (Finland)</i>
10:45 - 11:10	Coffee break	
11:10 - 12:30	SESSION 1: Measuring impact	
	Global Impact Model: How to measure impact from a non-traditional view	Ana Andueza <i>Deloitte (Spain)</i>
	The Impact of Culture: Liverpool	Dr Beatriz García <i>University of Liverpool (UK)</i>
	Activity	
12:30 - 14:00	Lunch	
14:00 - 15:10	SESSION 2: Let the others know	
	Making the case: starting a conversation about public value	Ella Muers <i>Arts Council England (UK)</i>
	Rallying support through open dialogue and empowerment	Hildur Harðardóttir <i>RÚV (Iceland)</i>
	Activity	
15 :10 - 15 :35	Coffee break	
15:35 - 16:45	SESSION 3: The time for PSM has arrived	
	Panel discussion	Ruurd Bierman <i>EBU consultant</i>
		Glen Killane <i>RTÉ (Ireland)</i>
		Cecilia Roos <i>Sveriges Radio (Sweden)</i>
		Prof. Dr Gregory F. Lowe <i>University of Tampere</i>
		Dr David Fernández Quijada <i>(Moderator) EBU</i>
	Activity	
16:45 - 17:00	Final remarks	
		Prof. Dr Uwe Hasebrink <i>Hans-Bredow-Institut, University of Hamburg (Germany)</i>

Throughout the day there will also be opportunities to visit the infopoints of NORDICOM, the European Audiovisual Observatory and the EBU Media Intelligence Service