


EBU ACADEMY STRATEGY 2024

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PARTICIPANTS RATE EBU ACADEMY HIGHLY



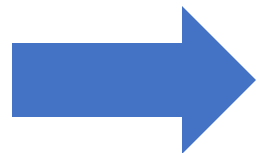
4.5

**BUT, HOW CAN EBU
ACADEMY HAVE EVEN
GREATER IMPACT?**

Score out of 5 when participants were asked,
overall how would you rate the training, 2023

OPPORTUNITIES

- To offer EBU members new training formats to meet very specific needs and fit busy diaries
- To make sessions accessible to colleagues who don't speak English
- To super serve EBU members on the most strategically important topics
- To reassess the Regional Learning Hub to give it more impact
- To open EBU Academy for learning 24/7



EBU ACADEMY STRATEGY 2024

EBU
ACADEMY

**GROW TRAINING
FORMATS**

**OFFER LANGUAGE
TRANSLATIONS**

**FOCUS ON PRIORITY
TOPICS**

**REVIEW REGIONAL
LEARNING HUBS**

**DEVELOP ON-
DEMAND LEARNING**

GROW TRAINING FORMATS

11:20 91%

Duration: 16 Hours - Live Online

Online, 10:00 - 16:00
(Europe/Zurich)

99 Euros per session | 350 Euros for 4 sessions | 600 Euros for all 8 sessions (excluding VAT)

Register by Jun 17

[Log in to enroll](#)

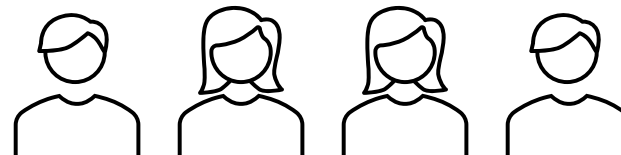
[Contact Justin Kings](#)

“This is the snack size I prefer to take my education”

“This format works well for busy diaries”

“The 2 hour format is just right”

“Great to learn something in 2 hours & be inspired to learn even more”



OFFER LANGUAGE TRANSLATIONS

The image shows a Zoom meeting interface. At the top, there are three participant icons. Below them, a presentation slide is displayed. The slide features a video of a man speaking and the following text:

It's about predictions and probabilities

Lionel Messi is good at.....

- Lionel Messi is good at **sport**
- Lionel Messi is good at **soccer**
- Lionel Messi is good at **interviews**
- Lionel Messi is good at **football**

At the bottom of the slide, it says "in Wednesday and Friday afternoon".

To the right of the Zoom window, a browser window titled "EuroV(X) Live" is open. It displays a live translation of a text passage from English to French. The English text reads: "Magazine therefore is talking about physical magazine, where Jane works for a magazine. We're talking about the business of the magazine." The French translation reads: "Le magazine parle donc d'un magazine physique, où Jane travaille pour un magazine. Nous parlons de l'activité du magazine." Below this, a note states: "So the word is the same, but the context is different." The French translation continues: "Le mot est donc le même, mais le contexte est différent." A blue box at the bottom of the browser window contains the text: "saying about completing the sentence. So we can understand the full context. Therefore, it can understand the words".

FOCUS ON PRIORITY TOPICS

EBU ACADEMY | SCHOOL OF AI

Upcoming Courses at the School of AI



16 ...

Master Class

CONTENT

How to Make AI Your Creative Superpower

Includes certification

1.5 Days - Live Online & In Person



16 ...

Mini Master Class

INNOVATION AND TECHNOLOGY

How to Generate Code Faster and Tackle Coding Challenges using AI & LLMs

2 Hours - Live Online



21 ...

Master Class

BRANDS & VALUES

Scenario Planning

Includes certification

2 Days - In Person



28 ...

Master Class

INNOVATION AND TECHNOLOGY

AI for Personalization & Recommendation

5 Hours - Live Online



FOCUS ON PRIORITY TOPICS



The Future Leaders Programme Flow



EBU
ACADEMY



FOCUS ON PRIORITY TOPICS



REVIEW REGIONAL LEARNING HUBS



DEVELOP ON-DEMAND LEARNING



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Page posts



EBU Academy



90 followers

5h • 🌐

📷 Here are images we've taken at the new location of our Hostile Environment Safety Training in Germany (HEST). [...see more](#)



1/3



EBU Academy



90 followers

1d • 🌐

📣 Attention PSM researchers, strategists and content leaders! [...see more](#)



How to Create and Measure Value for Public Service Media

- academy.ebu.ch
- academy.ebu.ch/schoolofai
- linkedin.com/showcase/ebu-academy

EBU ACADEMY FUTURE LEADERS PROGRAMME MENTORS INCLUDE



Anna-Sofia Wiren
head of north
Swedish Radio



Kai Gniffke
Intendant
SWR -ARD



Michael Osterlund
Direct of Programs
SVT Swedish
Television



Erik Roose
CEO
ERR – Estonian Television



Bart Barnas
Media CEO
AVROTROS



Ingrid Thurnher
Radio Director
ORF



Jukka Niva
Head of Yle News Lab



Debarati Guha
Director, Programs for Asia
Deutsche Welle