

SOFIA LEADERSHIP SUMMIT FOR PUBLIC SERVICE MEDIA PROGRAMME

25 to 27 September 2024

WEDNESDAY - 25 SEPTEMBER

19:00 *Cocktail d'înatoire* with Noel Curran, EBU Director General
Venue: At the Eagles, 11 Dyakon Ygnatiy Street, Sofia

THURSDAY - 26 SEPTEMBER (Grand Hotel Sofia)

09:00 – 10:00 WELCOME

Milen Mitev, Director General, BNR
Gabriela Naplatanova, Chair of the Council for Electronic Media
Noel Curran, Director General, EBU

ICE BREAKER

10:00 – 12:00

An introduction to the art of negotiating

Followed by:

Negotiations and leadership role-play

Prof Dr Adil Najam, Dean Emeritus, Professor at Boston University

Coffee will be available during and after the session

FAMILY PHOTO

12:15 – 13:15

PSM Compass – Making the case for PSM

Michelle Roverelli, Director of Member Relations and
Communications

Dr. Lukasz M. Bochenek, Deputy CEO, Managing Director, Leidar

13:15 – 14:30

LUNCH

14:30 – 15:00

AI for leaders

Dr Jovan Kurbalija – Director of Diplo Foundation

15:00 – 15:30

COFFEE BREAK

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15:30 – 16:30	<p>AI in practice</p> <p>EBU Jean Philip De Tender, Deputy DG and Media Director, EBU Justin Kings, Head of EBU Academy</p> <p>Members' insights Ömer Faruk Tanriverdi, Deputy Director General TRT Léonard Bouchet, Head of Data and Archives, Radiotélévision Suisse</p>
18:00 – 19:00	Tour of Sofia's city centre followed by dinner, hosted by BNR Meet at Grand Hotel Sofia's lobby
19:10	Bus transfer from Alexander Nevsky cathedral
20:00 – 22:30	Dinner at Restaurant Vodenitzata Return transfer departs 22:30

FRIDAY - 27 SEPTEMBER (BNR, Blvd Dragan Tsankov 4, 1040 Sofia)

09:30	<p>Transfer to BNR from Grand Hotel Sofia</p> <p>Coffee and welcome to BNR</p>
10:00 – 10:45	<p>EU Media policies and their impact on PSM Dr Richard Burnley, Director of Legal and Policy, EBU</p>
10:45 – 11:15	Lessons learnt & takeaways
11:15 – 12:00	Visit of BNR
12:00 – 13:00	LUNCH
Moderation	<p><u>Radka Betcheva</u> <u>Head of Member Relations Central & Eastern Europe</u> <u>Member Relations & Communications, EBU</u></p>

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Organisation:

Stoyan Chohadzhiev
Director of International Relations
BNR
+359 88 418 2002
stoyan.chohadzhiev@bnr.bg

[Radka Betcheva](#)
Head of Member Relations Central & Eastern Europe
Member Relations & Communications, EBU
+41 79 545 0501
betcheva@ebu.ch

[Francesca Matera](#)
Team Leader Strategic Events
Member Relations & Communications, EBU
+41 (0)79 863 5982
matera@ebu.ch

Language

English

Important note:

During the event, multimedia will be used. By registering, the participants give consent to the usage of photos and videos made before, during, and after the event, for an unlimited period and for both online and print. They will be used exclusively by the European Broadcasting Union.