



## DRAFT AGENDA

**Tuesday, 19 March**

**12.00-18.00H**

*12.00 ARRIVAL & WORKING LUNCH at Eurovision News Italy*

### **13.00 WELCOME**

### **13.15 TOWARDS A PUBLIC SERVICE ALGORITHM<sup>1</sup>**

- Recap & Objectives
- Analysis of prep materials followed by discussion.
- Prompting guide - OpenAI

### **14.00 WORKSHOP: PSA Testing 1**

- Exercise 1:
  - Objective 1 Definition final agreement
  - Prompting
  - Evaluation of results
  - Iteration until satisfactory degree of agreement reached
- Exercise 2:
  - Objective 1 Definition final agreement
  - Prompting
  - Evaluation of results
  - Iteration until satisfactory degree of agreement reached

*15.30 COFFEE BREAK*

### **16.00 WORKSHOP: PSA Testing 2**

- Exercise 1:
  - Objective 2 Definition final agreement
  - Prompting
  - Evaluation of results
  - Iteration until satisfactory degree of agreement reached
- Exercise 2:
  - Objective 2 Definition final agreement
  - Prompting

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<sup>1</sup> This project is financed by the EBU Media Innovation Fund

- Evaluation of results
- Iteration until satisfactory degree of agreement reached

## **17.30 NEXT STEPS & CONCLUSIONS**

*18.00 ENDS*

*19.30 NETWORKING DINNER (LOCATION TBA)*

# **Wednesday, 20 March**

## **09.00-17.00H**

### **09.00 WELCOME & AGENDA**

#### **09.10 KEYNOTE: Alessandro Alviani, Product Lead for AI at IPPEN Digital.**

Alessandro has previously worked as the editorial coordinator at the Microsoft News Hub in Berlin and was a fellow of the 2022 Journalism AI Fellowship Program at the London School of Economics. He is known for his editor-centric approach to AI product development and will share some of generative AI products his team has built for their newsrooms.

#### **10.00 SESSION 1: Three years of AEP: Successes and learnings**

- EBU AEP Editorial team
- Group work with AEP editors

*11.00 COFFEE BREAK*

#### **11.15 SESSION 2: Analysis and discussion of group work**

*12.30 LUNCH*

#### **13.15 SESSION 3: A new beginning: AEP's new phase (June 2024). Objectives and commitments.**

#### **14.30 SESSION 4: Optimizing editorial impact**

- Which stories work according to data?
- Out of the box design & uses
- Thematic box audiences

*15.30 COFFEE BREAK*

### **15.45 WHAT'S NEXT?**

- Feedback from participants' newsrooms and discussion
  - What's the future value of AEP in our digital news offering?
  - What is missing to increase its value?
  - A crazy idea...

### **16.30 CONCLUSIONS & NEXT STEPS**

*17.00 ENDS*