

EBU RADIO NEWS CONFERENCE AGENDA

TUESDAY 8 OCTOBER

Time	Session	Speaker(s)
15.00 - 15.15	WELCOME	Vittorio Argento (Rai, Chairman EBU Radio News Group)
15.15 - 16.45	SESSION 1: WHAT IS TRUST? <i>What makes us trust some sources and brands and not others?</i>	Chair: Arthur Landwehr (SWR, Editor-in-Chief)
	1. The scientific perspective <i>The neurobiological, cognitive and emotional causes of trust</i>	TBA
	2. Why we trust Mercedes <i>How the makers of some of the world's most famous and prestigious cars build trust in their vehicles.</i>	Christoph Horn (Mercedes-Benz Cars, Head of Global Communications)
16.45-17.00	Refreshments	
17.00-18.00	MEMBERS ONLY SESSION <i>Including updates on the news exchange, news operations and the participation of the Radio News Group presidency in News Committee meetings.</i> 1. News from the EBU 2. Radio News Group Elections	Chair: Vittorio Argento (Rai, Deputy Editor-in-Chief)

WEDNESDAY 9 OCTOBER

09.00-09.15	WELCOME	Vittorio Argento (Rai, Chairman Radio News Group)
09.15-10.15	SESSION 3: TRUST IN THE MEDIA <i>How should broadcasters go about strengthening trust in their content?</i>	Chair: Hannes Aigelsreiter (ORF, Radio Editor-in-Chief)
		Ingrid Scheithauer (Media Consultant)
10.15-11.00	BREAK	
11.00-12.30	SESSION 4: CASE STUDIES IN BUILDING TRUST	Chair: Michael Good (RTE, Managing Editor)
	1. Why the audience trusts Rai <i>A recent survey reveals that 77% of Italians trust Rai</i>	Adriano Fabiano (Rai, Deputy Director of Marketing)
	2. Why listeners trust Swedish Radio <i>Swedish Radio regularly tops a poll measuring how much trust citizens place in different institutions, including government, private companies, banks, universities and other media companies.</i>	Anne Lagercrantz (SR, Head of News)
	3. The transition from state broadcaster to public service <i>How we gained the trust of our audience.</i> Three 5-minute 'presentations' followed by panel discussion.	Mariusz Borkowski (PR, Director of Radio News Agency) Audrius Braukyla (LRT, Head of Radio News) Tomas Pancir (CR, Director of News & Current Affairs)
12.30-13.00		Chair: Richard Clark (BBC, Newsroom Editor)
	SESSION 6: RAI NEWS ONLINE The challenges of developing and launching a public service news portal.	Monica Maggioni (Director of Rai News)
13.00-14.30	LUNCH	
14.30-15.15	SESSION 5: THE MARKETING PERSPECTIVE <i>How to brand and market radio news</i>	Christine Woodman (Director of Marketing & Audiences, BBC News & Current Affairs)

15.15-16.25	SESSION 8: VISION2020 <i>A presentation of the Vision2020 findings on the future of public service journalism.</i>	Chair: Mike Mullane (EBU and Vision 2020 Project)
	1. How to reach young people	Nicoletta Iacobacci (EBU, Vision 2020 Project and Head of Media Strategy)
	2. The future of News and Journalism	Mike Mullane (EBU)
16.25-16.30	CLOSING REMARKS	Vittorio Argento (Rai, Chairman EBU Radio News Group)