

SUNDAY 22 APRIL (20:00-21:30): Welcome drink @Hotel Melia Castilla (Pelicanobar)

MONDAY 23 APRIL

Hotel Melia Castilla, Madrid

DAY 1

09:00-12:45 MORNING SESSION

09:10 TARMAC, THE RTBF HIP-HOP DIGITAL BRAND

By Akro aka Thomas Duprel, Tarmac (hip hop digital channel) manager

The story of a Belgian rapper who became public service channel manager.

A one year old digital channel based on the hip-hop culture as a strong identity driver for Z generation.

09:55 THE AGENCY'S DEAD; LONG LIVE THE AGENCY

By Aidan McClure, ECD, BBC Creative, Laurent Simon, ECD, BBC Creative and Michael Lean, Head of Planning, BBC Creative

In this session, the leaders and shapers of BBC Creative will tell the story of its creation and what it took to reimagine the BBC's creative agency to be fit for the digital age.

10:25 YLE BETA - EXPERIMENTING WITH THE NEXT GENERATION OF STORYTELLING

By Anssi Komulainen, Founder of Yle Beta and Head of Innovation Strategy, Yle

Yle Beta is an incubator for future media. We experiment with the wildest ideas and the latest Technologies. Our aim is to be the first to introduce to the world the Next Generation media experiences and reinvent public service.

10:45-11:15 COFFEE BREAK

11:15 BBC THREE DIDN'T CLOSE; IT JUST REINVENTED ITSELF.

By Damian Kavanagh, Controller of BBC THREE

In this inspiring session, Damian will show that no longer being a TV channel - far from killing off BBC THREE - has provided the impetus to create new forms of editorial that could point the way forward for PSMs.

11:40 LUNATICS, CRIMINALS, JUNKIES & AMATEURS

By Richard Holman, Thinker, Writer & Speaker on creativity

In this provocative and inspiring session, writer and thinker Richard Holman goes inside the

world of outsiders to discover the lessons in creativity we can learn from those who society would shun.

12:10 2018 AWARDS VOTING PART 1

12:50-13:50 LUNCH BREAK

13:50-17:00 AFTERNOON SESSION

14:00 CHOOSE YOUR BATTLES

By Laurie MacGregor, Head of Social, NRK
Laurie MacGregor explains how NRK is choosing its battles in the face of an ever more complex landscape for social publishing.

14:20 KEEPING YOUNG AUDIENCES IN TOUCH WITH THE BBC

By Richard Walker, Head of Media Planning, BBC
This session looks at all the ways the BBC Media Planning department are working with their Marketing and Audiences colleagues to make sure their content still reaches and engages under 44s in this brave new world.

14:50-15:20 COFFEE BREAK

15:20 FOOTBALL, BUCKET, CANDLE OR HOTDOG

By Christer Mellstrand, SVT Marketing Director
In this session Christer will bring light on what a candle, football or hotdog has to do with SVT: s brand vision and the multiplatform campaign was executed.

15:40 COOL SHIT — THE PSM REMIX

By Federico Gaggio, Brand Builder, Creative Leader, Do & Company

A thought-provoking showcase about the ingenious ways Public Service Media and other brands attempt to convey their value to their audiences.

16:10 2018 AWARDS VOTING PART 2

20:00-22:00 GALA DINNER & AWARD

TUESDAY 24 APRIL

Hotel Melia Castilla, Madrid

DAY 2

09:00-12:00 MORNING SESSION

09:00 HARRY POTTER: HOW JK ROWLING'S STORY BECAME ONE OF THE MOST BELOVED ENTERTAINMENT PROPERTIES ON THE PLANET. (OR WAS IT JUST MAGIC?)

By Allan Stenhouse, Warner Brothers' VP & Director of Marketing, Television

In this inspirational keynote, Allan will reveal how the brand is managed by Warner Bros. and the secrets of its enduring appeal.

10:00 HULA HULA! EVERYBODY DANCE NOW!

By Markku Mastomäki, Yle events Producer
We at Yle had a crazy mission to make Finns dance simultaneously to celebrate Finland's 100th anniversary.

10:20-10:50 COFFEE BREAK

10:50 WHAT IS A REBRANDING MADE OF?

By Cécile Chavepayre, Creative Director ARTE and Stuart Radford, UK Creative Director, The Partners
The new on-air and online look of the channel bringing Europe's culture to one place throughout all executions; brand idents, program idents, stings and OSP & Promos, pulling various subjects in unexpected ways.

11:15 WHEN DOES 'MEASURING EVERYTHING THAT MOVES' BECOME INTOLERABLE?

By Nick North, Director of Audiences, BBC
In this fascinating session, Nick will talk us through how the BBC is working hard to turn the challenge of 'measuring everything that moves' into a real opportunity to deliver greater value to audiences.

12:00-13:00 LUNCH BREAK

13:00-15:00 AFTERNOON SESSION

13:00 WHY DOES YOUR BRAND SOUND LIKE THAT?

By Camiel Bos Head of Broadcast, MassiveMusic
In order to strengthen your brand it is crucial to be conscious about how your brand is going to sound like, and why it sounds like that.

13:40 BITE SIZE SESSIONS

ART IDENTS ESTONIA 100

By René Vilbre, Creative Director ERR
What happens when television, iconic national art pieces and creative minds meet? Still life comes to life in a beautiful on air celebration for the anniversary of Estonia 100.

MAKING A WORLD HERITAGE ACCESSIBLE AND COOL - FOR EVERYONE

By Thomas Hallet, Producer WDR Innovation Lab
In this session, WDR presents its VR project on the famous Cologne Cathedral.

SEW THE PLANET

By Lucie Macháčková, Head of On-Air Promotion CTV
A story of a slow fashion awareness campaign that was based around a costume drama TV series.

REBRANDING OF RTS KIDS

By Florence Heiniger, Head of audiovisual identities, Design & Promotion Dpt, RTS
A new graphical adventure for the RTS team, positioning the "RTS Kids" brand with the help of our fun and tender characters.

MAKE IT AVAILABLE - EVERYWHERE

By Niels Rinder, Art director/designer, DR
A new series of true public service icons for national and global distribution.

YOU ARE GREAT; TU ES GÉNIAL; DU BIST GROSSARTIG; ERES GENIAL

By Diederik Hoekstra, Marketing Manager VPRO
It's nice to receive love from all over the world, but how do you manage multilingual channels on Youtube? Diederik will show what to do when an international audience starts talking to you.