

## EBU CONNECT 2019 – HILTON TALLINN PARK

**MONDAY 20 MAY**    **9:00 - 17:00**

### **From Media to People**

*Opening of the conference*

Ilmar Raag, Film Director

Ilmar is an Estonian film director and screenwriter. He has been the Head of Programme and one of the most loved CEO of ETV, the local public service television. Later he has acted as advisor to Estonian government in stratcom and among other things served in a military mission in Mali.



### **Why Marketing is so critical to the future health of Public Service Broadcasting**

*From smart use of data to driving consumption & relevance amongst younger audiences through brilliant creative work, Kerris will show that Marketing has a more critical & central role than ever before in ensuring that Public Service Broadcasting thrives into the future.*

Kerris Bright, BBC Chief Customer Officer

Kerris is responsible for developing a closer, more personal relationship with BBC consumers, licence fee payers and signed-in members.

With responsibility for customer relationships, she leads the Marketing & Audiences Team along with the Licence Fee Unit and sits on the BBC Executive Committee.

Kerris joined the BBC in June 2018. She was previously Chief Marketing Officer at Virgin Media.

She is a highly experienced leader, bringing a customer-centred, data driven approach to setting marketing strategy and executing with creative flair.



### **Engaging the 'Liquid Consumer'**

*We are moving towards a future with more liquid behavioural patterns, horizontalized competition, new technologies, and changing consumer needs. These trends intertwine in complex ways. Together, they represent a major shift in consumption that impacts companies across industries*

Daria Krivonos, CEO and Futurist Copenhagen Institute for Futures Studies

Daria is CEO and Futurist at the Copenhagen Institute for Futures Studies. In her current role, she combines trends and scenario analysis with her background in a multinational conglomerate, when scanning the horizon for developments, their interconnectedness and potential societal and business implications.



## **Big change for big gains: a customer centric organization**

*The restructuring of RTBF for a new generation*

Vincent Crabbé, Head of Marketing RTBF

Vincent has been appointed Head of Marketing in the new customer-centric organisation of RTBF launched in September 2018. His aim is to implement a new marketing vision: towards more internal « A to Z » marketing integration (from strategic to operational, including content), towards increasing personalization, and engaging younger generations by a better exploitation of the digital marketing channels



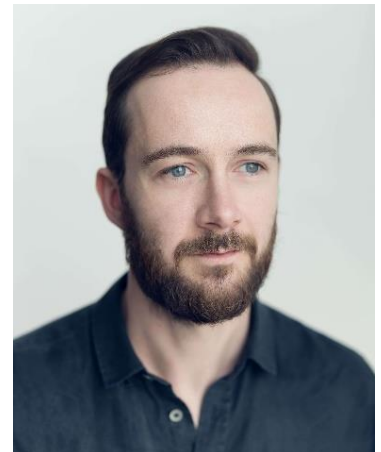
## **Creators of Possibility**

*A new brand story for the BBC*

Michael Lean, Head of Planning BBC Creative

Mike joined BBC Creative in February 2017 having been Planning Director at Grey London on News UK and Vodafone.

Prior to Grey he led the strategy on many of the UK's best loved and most awarded brands such as Cadbury, TATE and BBC.



## **Youth Relevance**

*The BBC gets personal with young audiences through social listening*

Marina Felipe, Brand Insight Manager, BBC

Marina works on the BBC's youth audience insights, with a focus on brand perceptions, social listening and research into what media is most valued by people in their teens and 20s. Prior to the BBC, Marina worked in consumer insight at Time Inc. UK and Cancer Research UK.



## Cutting through creatively with under 35s

*How to engage young audiences in a highly social age*

Jenny Double, Senior Strategic Planner, BBC Creative

Through her role at BBC Creative, Jenny is responsible for developing audience-led creative strategies for some of the BBC's biggest brands. Formerly a strategist at Freuds, Jenny has led the strategy on a number of global brands including Libresse, Lexus, KFC, and Diageo, with a focus on how better to connect with younger audiences and popular culture.



## Reaching Young Adults through Social Media

*How SVT maximized effect through digital insights*

A shared creative process with precise follow-ups created continuous learnings and improved storytelling – and it maximized reach in the target group's different segments. Nadra Mechouk and Hanna Larsson, who lead the team, share their experiences.

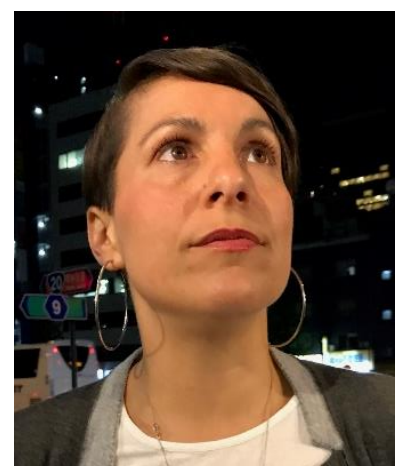
Hanna Larsson, Digital Strategist SVT and Nadra Mechouk, Teamleader SVT

Hanna Larsson has worked in many branches of the media industry, mostly with focus on digital publishing, leadership and breaking new ground. She has worked at SVT since 2005. Currently, Hanna works as a digital strategist.



Nadra Mechouk is a digital strategist and marketer and has worked at SVT since 2012. Previously she worked as an editor, marketing manager and owned a production company.

Nadra currently works as a team leader for a digital marketing team.



## Rebranding in times of complexity and fragmentation

Finding the starting point and the right process for rebranding across platforms is more demanding than ever. Now NRK is in the middle of the process. Be inspired or learn from our faults!

Cecilie Lyng, Head of Brand NRK

Cecilie is working as Head of Brand at the NRK. Her longtime experience have taught her that involvement and a deep understanding of the brand within the organisation is essential for the development of a brand.



## Breaking (the) news

*The tools you need to adapt and build the news brand of the future*

Some people say that TV is dead, and so TV news must be too. We don't - we just think that audiences' expectations and news consumption have evolved in the digital age.

More than ever before, news channels now need to be able to master all disciplines of modern storytelling: from traditional TV broadcasts to bite-size digital news.

Using examples from recent European newscasts, we are going to take you on a journey through the writing, presentation (on or off-screen), directing, lighting and set design of an effective news brand...

Emmanuelle Lacaze, CEO Gédéon and Lieven Van Overbeeke, Creative Director, Gédéon

Emmanuelle Lacaze is the President of Gédéon agency in Paris. She has managed more than one hundred major projects for brand identities in France and abroad, many of which have received awards. She has a vast experience in news design, having produced the news identities of VTM (Flanders), Antena 3 (Spain), LCI, France 24, France 2, 1ères (France), Atresmedia (Mexico)...



Lieven Van Overbeke is a senior strategic director. He worked as creative director at Mediaaan for more than 10 years and was responsible for the on-air identity and all strategic on-air communications for television (VTM, Q2, Vitaya, CAZ, VTMKZOOM and Kadet). Currently working as creative director for SBS Belgium, Lieven still offers his expertise for foreign clients to Gédéon.



**TUESDAY 21 MAY**    **9:30 - 15:30**

## **From Star Wars to 007**

*The craft of screen graphics and movie user interfaces*

Helen Baker, Producer and Andrew Booth, Creative Director Blind



## **Taking the Guesswork out of Promo Planning**

*How to take a fact-based view of on-air promotion*

Alex Gemmell, Director of Media Planning & Presentation, BBC Studios and Simon Jackson, Media Planning Manager, BBC Studios

Alex has over 20 years' experience in Media Planning, both at agencies in the UK and Spain – Blue449, MPG and Maxus - and at broadcasters including Sky and ITV before joining BBC Studios 4 years ago. He is passionate about using data in a non-threatening way to deliver media plans and insight that deliver real benefit to the business.



Simon started his career in TV just over 10 years ago as a researcher for BBC History. Since then he has worked in Presentation Planning, Network Scheduling and Media Planning at Red Bee Media, UKTV and now BBC Studios. Simon's interests lie in using AI for research & insight, data visualization and business innovation.





## How Science can Improve our Craft

### *Biometrical analysis of viewers reactions to video*

In his session, Markus Küppers will show how biometrical research helps decoding the underlying rules of program trailers, so that they succeed in appealing to the viewers' subconscious.

### Markus Küppers, Psychologist and CEO of Cologne-based institute *september*

Markus is managing partner and co-founder of *september*, one of Germany's most profiled research agencies based in Cologne. *September* combines biometrical methods with in-depth-psychological interviews to get to consumers' hidden drivers and barriers with respect to brands, products, and media.



## World Class Lessons on AI in Marketing

### *How to use AI in winning marketing today? Lessons learned from 2400+ campaigns from Cannes Lions 2016-2018*

### Elli Tuominen, Strategy Director & Partner, Kurio and Jari Lähdevuori, Creative Director & Partner, Kurio

Elli is a co-founder of Kurio, the strategic one. A talent on stage, nominated among the top speakers in Finland by Speakersforum.



Jari is one of the co-founders of Kurio. An internationally awarded creative type. Curious by heart.



## The Biggest Rebrand in 20 Years for France TV

In 2018 brand architecture was modified, the logo of the group has evolved, and every single channel now has a logo and a visual identity which will strengthen their sense of belonging to the group in order to align the look and feel of linear channels with non-linear services. Philippe will tell us the story of this big change.

### Philippe Deloeuvre, Brand Manager, France Télévisions

Philippe has over 20 years' experience in the telecom and entertainment industry (Nortel, Warner Music). He joined France Télévisions in 2000. Former CEO of France Télévisions Distribution, the commercial division of the public group. In 2010, he becomes director of Strategy at corporate level. Since 2015, he is Brand Manager.



## How to Attract the Gamers' Tribe?

### *Dragonslayer666*

Yle's multiplatform esport drama grew quickly up into a viral phenomenon among the teenage gamers against all odds. The presentation will reveal how to attract this initially reluctant piece of audience and keep them engaged for three seasons.

### Riikka Takila, Producer, Yle and Hannu Haapasalo, Project Manager, Marketing, Yle

Riikka works as producer for Yle's Department of Children and Youth Programs. For the past seven years she has been working on new drama formats such as #lovemilla, Mental, Heroes of the Baltic Sea and most recently Dragonslayer666.



What Hannu does at Finnish Broadcasting Company is to make sure the content produced makes the biggest possible impact. His background is in commercial online media and the tools that he can bring to the table involve impactful publishing, content marketing and online advertising on different platforms.



## HiStories: How to make history mobile-friendly

*Social media edutainment project focused on bringing crucial events of the 20<sup>th</sup> century to younger generation in a playful and relatable way*

Lucie Macháčková, Head of On-Air Promotion, Czech Television

Lucie works as the Head of On-Air Promotion of the Czech Television. After starting her career as a script-writer and documentary filmmaker, she has spent last eight years in marketing, ranging in experience from launching a new kids' channel CT :D to idea making and supervising content strategies for on-air and on-line campaigns of the Czech Television. Lucie is also a stand-up comedian, youtuber, writer and producer of comedy videos.



## Disrupting the TV Licence

*From legal obligation to lifestyle choice*

Public media is increasingly reliant on public funding, so changing how we market the TV Licence isn't just desirable, it's essential.

Joseph Hoban, Head of Communications, RTÉ

Joseph Hoban is RTÉ's Head of Communications and Corporate Engagement, and oversees major public events, corporate communications and marketing, and the marketing of TV Licence. He is Chair of the EBU Communications Directors Group.



## Spot Young Productions Talents & Co-Create with your Younger Audiences

*For one week 25 young digital production talents solve tasks for four different editorials at the DR Summer School*

The Talents are between 18-25 years old and come from all over Denmark. They have many different backgrounds, as autodidact video producers, photographers, storytellers, game developers, graphic and animation designers.

Sarah Cederberg, Innovation Consultant, DR

Sarah facilitates human-centric innovations processes based on a design thinking approach. She has experiences from a variety of industries as Media, Start-Ups, Government and Financial.

