



Eurovision TV Summit 2012

Copenhagen, 24-27 April

EBUconnect

Final programme / 20.04.2012



EBUconnect is a friendly conference that brings together Public Service Broadcasters for a two day schedule highlighting innovation and excellence on topics including, Television Branding, Marketing, Promotions, Presentation, Design, Media Planning and the use of Social Media.

24 April 2012 - Day 1

09:15 – 09:30 **OPENING AND INTRODUCTION**

Speaker: Jim Booth, EBUconnect Steering Group Member, Creative Director, RTE

09:30 – 10:30 **KEYNOTE: BEST PRACTICES FOR RECRUITING NEW VIEWERS**

Some broadcasters are superstars at building brands that recruit new audiences. An example-packed session, presenting the specific strategies behind some of television's most successful audience expansions. Learn the critical steps for making your brand irresistible to new viewers and how the best channels win the love of wildly diverse audiences without diluting their brands.

Speaker: Graeme Newell, CEO 602 Communications

10:30 – 11:15 **SVT'S CORPORATE BRAND STRATEGY "FOR EVERYONE, ABOUT EVERYONE"**

An internal project for sustainable change to achieve external goals

Corporate brand strategy project based around the question: How can we become more relevant to the broader audiences who do not use SVT as much, without compromising our public service remit?

Speaker: Helga Baagøe, Director of Communication SVT

11:15 – 11:45 *Coffee Break*

11:45 – 12:20 **CONNECTING TWO WORLDS**

QR-codes: the perfect bridge between online and offline!

ZDF uses QR codes as a new marketing instrument. We show an evaluation of current market research, an analysis what ZDF has done so far and further use of QR Code for broadcasting companies.

Speakers: Tino Windisch, Head of Program Marketing ZDF
Carsten Rossetti, consultant plan.net

12:20 – 13:00 **UNFORGETTABLE**

Why brands become part of our inner life

Brands are intangible. They exist only as a series of electric impulses in our brains. The huge strides that have recently been made in neuroscience give us real insight into how our brains function. If you want to know what happens in the brains of your audience as they watch your channel, this session will explain all.

Speaker: Graham McCallum, Founder & Executive Creative Director, Kemistry



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13:00 – 14:15 *Lunch Break*

14:15 – 14:50 **CHANNEL BRANDING IN THE DIGITAL AGE**

How evolutions in digital media are changing the way channels brand themselves

Internet, social media, mobile devices, social TV, second screens, and so on, are dramatically changing the way consumers relate to media brands and TV channels. Threats and opportunities of these evolutions to use in channel branding.

Speaker: Jo Caudron, CEO Dear Media

14:50 – 15:30 **10 WAYS TO BRIDGE THE GAP**

How junctions are becoming the brand

An overview of the tactics that channels employ to use junctions in the channel flow for promotion and branding. Insights and inspiration from various European countries

Speaker: Marco-Paul de Jeu, Partner & Strategy Director Cape Rock

15:30 – 16:00 *Coffee Break*

16:00 – 16:30 **HUMOUR IN ADS AND ON-AIR PROMOTION**

Two worlds collide – does every ad work with humour?

What is the attribute of 'functioning' comedy in ads and how to separate it from irony or flat jokes? Some good and bad use of humour in TV promotion and commercials.

Speaker: Tom Wahl, On-Air Promotion Producer ZDF

16:30 – 16:45 **CLOSING OF THE DAY**

Speaker: Jim Booth, EBUconnect Steering Group Member, Creative Director, RTE

17:30 – 19:00 *Eurovision TV Summit 2012 Welcoming Cocktail at the Crowne Plaza*

20:00 *EBUconnect 2012 Dinner at the restaurant SULT, Vognmagergade 8 B, Copenhagen (+45 33 74 34 17)*



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25 April 2012 - Day 2

09:30 – 09:45 **OPENING**

Speaker: Jim Booth, EBUconnect Steering Group Member, Creative Director, RTE

09:45 – 10:30 **KEYNOTE: WHAT'S UP?**

Danish Design in a new context

Why was Danish Modern so successful and where is Danish Design moving towards

Speaker: Nille Juul-Sørensen, CEO Danish Design Centre

10:30 – 11:00 **THE ETHICS OF STEALING**

Does true originality exist in contemporary television making?

Copying is one of the main drivers of our civilisation. So how can you – as a creative television person – copy without being called a thief?

Speaker: Ludo Luykx, Creative Director of Telenet :: PRIME :: Sporting Telenet

11:00 – 11:30 *Coffee Break*

11:30 – 12:15 **PLANNING IS EVERYTHING, PLANS ARE NOTHING**

Developing an effective marketing planning process

How do you manage increasing demands to promote more content, channels and services to an increasingly fragmented audience?

This is a step-by-step guide to maximizing the effectiveness of your promotion planning cycle, including how to best allocate the vital resource of promotional airtime, prioritization models and portfolio management. The result being an on-air marketing plan that produces campaigns that cut through and focus on driving your services forward.

Speaker: Jo Wilkinson, Director James&Wilkinson Media

12:15 – 12:45 **TURNING PROGRAMMES INTO MUCH LOVED BRANDS**

Programmes play a critical role in creating and building a TV channel brand. And some programmes have a greater impact on the reputation of a channel than others. It is these programmes that marketing need to handle with care. In this session, Clare and Jane will take TV marketers through a process the BBC and their agencies use in order to transform programmes into programme brands. Step One is a programme blueprint which results in a succinct expression of the brand. Step Two is a toolkit for expressing the programme brand from titling, music, merchandise etc

Speakers: Clare Phillips, Head of Planning, Red Bee Media

Jane Lingham, Head of Audience Planning and Brand Measurement, BBC

12:45 – 14:00 *Lunch Break*

14:00 – 14:10 **EUROVISION SHOWCASE ONLINE PLATFORM PRESENTATION**

Speaker: Eurovision London



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14:10 – 15:50 **EBUconnect 2012 AWARDS**

The conference participants vote for their favourites “Live” and the lucky winners receive the coveted awards in each of the following 7 categories

- 1: Best Sports Promotion
- 2: Best News or Current Affairs Promotion
- 3: Best Entertainment Promotion
- 4: Best Movie or Drama Promotion
- 5: Best Children’s or Young People’s Promotion
- 6: Best Channel Branding
- 7: Best Programme or Event Branding

15:50 – 16:00 **CLOSING OF THE CONFERENCE**

Speaker: Jim Booth, EBUconnect Steering Group Member, Creative Director, RTE

19:00 – 22:00 *Joint Standing Dinner, Opera House, Bojesen Restaurant*



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