



## EUROVISION CONNECT 2013

### AGENDA

Hall 400 - The SQUARE (Meeting Center) - Rue Ravensteinstraat 2 - Brussels  
[www.square-brussels.com](http://www.square-brussels.com)

Tuesday 28 May 2013

<b>08:45</b>	<b>REGISTRATION OPEN</b>
<b>09:30 – 09:45</b>	<b>OPENING AND INTRODUCTION OF DAY ONE</b> <b>Speaker:</b> Yves Podevyn, EUROVISION CONNECT Steering Group Chairman, Creative Director, VRT
<b>09:45 – 10:30</b>	<b>CHANGING THE FACE OF BELGIAN FOOTBALL</b> <b>How the Belgian red devils 'challenges campaign' became a metaphor for a new way of governing the sport</b> <b>Keynote speakers:</b> Peter Verbiest, Strategic Director Boondoggle Electric Bob Madou, Business Director Royal Belgian Football Association <p>Not so long ago the Red Devils, the Belgian National Football Team, were inexistent. No results, no fans, no exposure, ... In no time the Red Devils became a loved brand again. Thanks to the players of course, many of them playing in the best international football leagues. But also thanks to a brilliant marketing campaign including the participation of both players and supporters in very original ways. A very inspiring case study with lots of footage, with lots of tips and tricks.</p>
<b>10:30 – 11:00</b>	<b>HISTORY IS NOW</b> <b>Launch of the public service broadcaster SRF</b> <b>Speaker:</b> Wim F. Möllmann, Brand Manager, SRF <p>On November 17th 2012 the two well known public service broadcasters Schweizer Radio DRS (with its six radio channels and one website) and Schweizer Fernsehen (with its three TV channels and one website) disappeared for the public. Years and decades of audience goodwill, brand loyalty and image were at stake when the new tri medial family brand SRF was introduced and the various channels reappeared with a new audiovisual branding. In this session we will take you through a 360 degree journey from the first strategic thoughts to the final execution of the new SRF-branding and brand architecture for radio, TV and internet.</p>
<b>11:00 – 11:30</b>	<b>Coffee break</b>
<b>11:30 – 12:05</b>	<b>WHY BROADCASTING NEEDS BRANDS</b> <b>Speaker:</b> Jane Lingham, Head of Audience Planning and Brand Measurement, BBC <p>In the world of broadcasting where content is king, who needs marketing? Beyond bringing awareness to the schedule, what can marketing really add to programme titles like Dr who and Sherlock where the quality of the content speaks for itself? In this session we'll explore the different ways we have used marketing to positive effect within the BBC, and set out the arguments for why brands, often perceived to be a commercial property, are vitally important to the long-term future of public service broadcasting.</p>

## TECHNOLOGY LEADS BEHAVIOUR AS BEHAVIOUR LEADS TECHNOLOGY

12:05 – 13:00

**Speaker:** Christian Payne, Founder of Documentally.com

20 years after satellite technology changed people's viewing behaviour, the landscape has changed again. We have moved from a box in the corner, to a panel on the wall, to connected screens on our desks and in our pockets.

And yet we really need to focus not on the connected TV's, but on the connected audiences and how their behaviour is changing in this anything, anywhere environment.

13:00 – 14:15 **Lunch**

**1+1=3**

**How set design branded the channel**

14:15 – 14:45

**Speaker:** Yves Podevyn, EUROVISION CONNECT Steering Group Chairman, Creative Director, VRT

About a year ago CANVAS (VRT's second channel with a large focus on culture, documentary, news and current affairs) requested the creation of a studio from where live daily news, current affairs, talk shows and why not special event programs could be broadcast. Despite the very limited surface dedicated to it, the project was a success. And finally this new studio turned out to be a very strong branding tool for the channel.

## CHANNEL TAKE OVER BY YOUNGSTERS

**What happens when young people meet a public service broadcaster?**

14:45 – 15:30

**Speakers:** Merete Manninen, Project Manager, Yle  
Maria Ainamo, Channel Consultant, Yle

Yle TV2 was re-branded in the beginning of 2012 in order to target younger audiences. We asked for help from audience between 19-27 and got 700 applications. Eight persons were chosen to work as Yle TV2 Channel Consultants for one year. This story tells what happened when youngsters take over a TV channel.

15:30 – 16:00 **Coffee break**

## A BIG PARTY WITH A LITTLE DOG AND A SNOWMAN IN A SUNFLOWER FIELD

**The sports year 2012 in ZDF**

16:00 – 16:30

**Speaker:** Anja Sotscheck, Promotion Producer, ZDF

Different from the past, in this year ZDF Marketing decided not to focus on athletes, extraordinary performances or emotions in their marketing campaigns, but on "having fun while watching the program".

16:30 – 16:45 **CLOSING OF DAY ONE**

20:00

**Dinner**

**KWINT, Mont des Arts 1 - Tél: +32 (0)2/505.95.95**

Wednesday 29 May 2013

<b>09:30 – 09:45</b>	<b>OPENING AND INTRODUCTION OF DAY TWO</b> <b>Speaker:</b> Yves Podevyn, EUROVISION CONNECT Steering Group Chairman, Creative Director, VRT
<b>09:45 – 10:45</b>	<b>SUB ROSA. THE FUTURE IS UNDER THE ROSE...</b> <b>On Generation HD (Head Down), the Digital Diet and the Amateur's Funeral</b> <b>Keynote speaker:</b> Herman Konings, consumer psychologist - trend watcher  Television and radio were never (literally) closer to our heart, but in a fragmented, social, immersive, multi-screen, gamified, 360° media landscape, the heart seems lost ...
<b>10:45 – 11:15</b>	<b>A BITE OF CHINA</b> <b>Branding TV Channels in China</b> <b>Speaker:</b> Austin Jun Luo, Board Chairman and Chief Research Officer of 3Kou Branding, Post-Doctor Researcher of School of Literature, Beijing Normal University  What is going on in the Chinese TV market and what is the philosophy behind it? How the re-branding of TV giant CCTV was done? If you want to know about TV branding in China or to learn some tricks about doing business in the Chinese TV market, this is a session you don't want to miss.
<b>11:15 – 11:45</b>	<b>Coffee break</b>
<b>11:45 – 12:20</b>	<b>PATHFINDERS IN THE MEDIA JUNGLE</b> <b>How to evaluate successful strategies for media campaigns</b> <b>Speaker:</b> Dr. Sascha Noll, Project Manager for Media Planning and Strategy, ZDF  Apart from the tools of on air promotion, television broadcasters face a multitude of options to reach their target groups. They only need to find the right path. Given the consistent development of new technologies and advertising options, an ongoing strategic assessment is required to safeguard the achievement of the individual communicative goals. This session provides insights into the process of strategic media planning at ZDF German television introducing examples from actual campaigns.
<b>12:20 – 13:00</b>	<b>BEING CREATIVE</b> <b>Creativity can't be claimed - it must be earned</b> <b>Speaker:</b> Adrian Burton - Global Executive Creative Director, Lambie-Nairn  What makes one group of 11 men chasing a football around a muddy field, a maker of widgets and cables, a small landlocked nation and a certain bunch of extra terrestrial mutants more relevant, valued and visible than their competitors? They are all creative brands managed by creative people doing creative things - turning customers into fans.
<b>13:00 – 14:15</b>	<b>Lunch</b>
<b>14:15 – 14:30</b>	<b>U2@THE STEERING GROUP</b> <b>Eurovision TV Department Show reel</b>

## **2013 EUROVISION CONNECT AWARDS**

**The conference participants vote for their favourites “Live” and the lucky winners receive the coveted awards in each of the following 9 categories**

**14:30 – 16:30**

- 1: Best Sport 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
8. Best use of Graphic Design in a Promotion
- 9: Best use of Music or Sound Design in a Promotion

**16:30 – 16:45**

**CLOSING OF THE 2013 EUROVISION CONNECT CONFERENCE**