

EUROVISION CONNECT

OPERATED BY EBU

PROGRAMME

1-2 JUNE 2015
CROATIA HOTEL,
CAVTAT

In collaboration with



#eurovisionconnect

DAY 1 - MONDAY 1 JUNE 2015

MORNING SESSION

08:30

REGISTRATION OPEN

09:00

OPENING AND INTRODUCTION OF DAY ONE

By Vitold GRAND'HENRY, EUROVISION CONNECT Steering Group Chairman, Strategic advisor, RTBF

09:10

WELCOME BACK TO CROATIA

Is Croatia really “full of life” as its new national tourist slogan claims?

Speaker: Krešimir MACAN, General Manager, Manjgura PR

After 10 years EUROVISION CONNECT returns to Croatia. This short introduction will try to show you how much Croatia has changed in that period. Has EU membership made the country different since 2013? And of course update you about its TV landscape and presentation styles.

09:40

ALL YOU NEED IS LOVE

Why winning hearts is as important as winning minds in the battle for public service broadcasting?

Speaker: Jane LINGHAM, Director, BBC Brand

This is a story about how we persuaded Britain to overcome its stiff upper lip and used emotions to remind people of the value they get from public service broadcasting. It's a story about how marketing stretched beyond the realms of the traditional TV trail to influence editorial output and product development. Ultimately, it's a story about how content is always king, and how love really can conquer all when making the continued case for public service broadcasting.

10:10**CONQUERING THE HEARTS OF YOUNGER GENERATIONS**

Speakers:

Holly GOODIER, Director, Marketing & Audiences, BBC Digital
Fredrik MARKLUND, Brand Manager, SVT Communications

Innovation, Digital Media and Young Audiences: A BBC Perspective

Holly will discuss about audience trends, BBC iPlayer and new open innovation product' BBC Taster.

Launch of on demand service: SVT Flow

In the spring of 2014 SVT Launched SVT Flow - a new on-demand TV service. The service aims to be in touch with the interests and behavior of an audience having a weak relationship with the Swedish public broadcaster. In this session Fredrik reveals some of the considerations and challenges behind branding and marketing a new service positioned far from the master brand.

10:45*Coffee break***11:15****LITERALLY DISTINCTIVE**

The power of verbal branding

Speaker: Christine STARK, Senior Consultant, Endmark GmbH

Nearly all companies manage the use of symbols, colours and forms in a distinct framework to create their individual "corporate design". Surprisingly few of these companies take the opportunity to control speech and communication as an effective tool to convey their brand. Christine Stark, senior consultant at Endmark GmbH, will illustrate the potentials of verbal brand management.

11:40**2015 EUROVISION CONNECT AWARDS (PART ONE)****12:40***Lunch*

DAY 1 - MONDAY 1 JUNE 2015

AFTERNOON SESSION

14:00

THE POWER OF SOUND

Sound and Subconscious Seduction

Speaker: Sam CROWTHER, Head of creative on Bauer Radio, in cooperation with Extreme music

Sound and Subconscious Seduction is an experiential presentation exploring how evolution refined our senses, affected the development of our memory and ultimately led to the creation of human communication which now defines our relationship with the arts, media and brands. Showcasing the unique properties of sound and highlighting how these can be utilised with popular theories of social psychology to enhance the impact and effectiveness of advertising campaigns. In particular demonstrating how emotion through sound influences us both consciously and subconsciously.

14:30

MAKING JUNCTIONS UNMISSABLE

Innovation, Creativity and Fun with BBC Airtime

Speaker: Jonathan HOPPER, Media Scheduling Lead, Marketing & Audiences, BBC

Looking back over the last 12 months at ways we have been creative with BBC television junctions and our continuity announcers. Being reactive and in tune with the mood of the nation, making our channel breaks must see moments.

15:00

Coffee break

15:20

THE MEDIA DINOSAURS ARE NOT DYING AFTER ALL AND WHO ARE ALL THESE MEDIA MAMMALS?

Media is more fragmented, synergized and globalized than ever. But how much has really changed? And where is the crowd?

Speaker: Kristian TOLONEN, Head of Research, NRK

During his presentation Kristian will look at the big picture of media evolution, trying to answer some big questions, and triggering discussions:

- What has really changed in the world of media?
- How fast have changes really happened, and how fast must we be able to react?
- What is a big change and what is not?
- What's next?
- And why are the Nordic countries so important when we want to foresee media change?

Using data from Norway, the Nordic countries and Europe in general we'll see the position of old and new media, identify the really important changes impacting everyday life and kill the hype where it needs to be killed.

15:45

2015 EUROVISION CONNECT AWARDS (PART TWO)

16:45

CLOSING OF DAY ONE

19:30

AWARDS CEREMONY & DINNER EUROVISION CONNECT 2015

DAY 2 - TUESDAY 2 JUNE 2015

MORNING SESSION

09:15

OPENING AND INTRODUCTION OF DAY TWO

By Vitold GRAND'HENRY, EUROVISION CONNECT Steering Group Chairman

09:25

KEY-NOTE SPEECH: THE IT-FACTOR

Charismatic brands in the new media climate

Keynote speaker: Anna SJÖBERG, CEO and strategist, Department of Exciting Thoughts

How may I as a marketer, act in the new media climate? And how will my brand be the one with the strongest glow? Today, it takes something extra for a brand or company to draw people's attention and create interest.

What makes people like, be impressed by or want to be close to someone or something? Regardless of whether it's a person or brand? What makes people spend the night outside a store in the middle of the winter waiting for a new shoe collection, or sing the song of a half-eaten apple?

We call it the "X-factor" - the brand charisma.

How do you know if you have it? Is it possible to create brand charisma? What's the secret recipe? And is it possible to track and measure brand charisma? These are some of the questions we will try to clarify.

10:20

NETFLIX

How will the launch of Netflix revolutionize the European TV-market?

Speaker: Prof. Dr. Michael MÜLLER, Hochschule der Medien/Stuttgart

Netflix is an American provider of on-demand Internet streaming media, which revolutionized the TV-Market in North and South America the last 5 years.

In 2014 Netflix entered the European market. Netflix is now available to viewers in Denmark, Finland, Ireland, The Netherlands, Norway, Sweden, United Kingdom, France, Switzerland, Belgium and Germany. How will Netflix change the European TV Market and what does this mean for a programme maker in Europe?

And furthermore, how will Netflix change viewer's behaviour in Europe?

10:55

HOW SOCIAL WENT MAINSTREAM

Why an audience-serving social media strategy is a must-have for broadcasters?

Speaker: Rajiv NATHWANI, Social Media Manager, BBC ONE and BBC TWO

The story of the development of social as a marketing and communications tool in broadcasting. How the BBC has adopted different approaches for different audiences and for different genres: what we've learnt across BBC ONE and TWO. And how the "threat" of the second screen to the schedule has been turned into an opportunity to enhance the broadcast experience.

11:15

Coffee break

11:35

THE 5 PRINCIPLES OF BRILLIANT BRIEFS

Crafting the springboard for a great campaign

Speaker: Chrissy JAMIESON, Planning Director, Red Bee

Cut-through, effective creative campaigns start with a great creative brief. So much more than just a form in a process, a strong brief can act as a jumping off point for ideas that work. It provides a platform to work out a clear, stakeholder-sanctioned direction upfront, before expensive - and often emotional - campaign development starts. It gives creative thinkers very welcome "freedom in a framework". We will walk through 5 principles that will help create clear and inspiring briefs, for creative projects from the smallest promo to the biggest flagship campaign.

12:10

HOST-SWAP ON ETV

How to create a smart campaign when you can't do a big campaign?

Speaker: Mart NORMET, Head of Entertainment programmes, ETV

ETV is the world's biggest Estonian speaking TV channel; it is a highly trusted and well appreciated by the audience. However, the schedule is somewhat predictable and the image of the channel tends to be rather conservative.

In September 2014 we didn't have any big campaigns to start the season and the channel needed an image boost. This session will guide you through the idea we came up with together with the beautiful results it delivered.

12:30

Lunch

DAY 2 - TUESDAY 2 JUNE 2015

AFTERNOON SESSION

13:45

THE IMPACT ON DESIGN AND VISUALIZATION: CASES AND STORIES PRESENTED

What is that thing that sometimes makes information turn into meaning and even action?

Speaker: Tom Gabriel JOHANSEN, New Media advisor and interaction designer, NRK

There are many ways of working with data when visualizing them. Being conscious about the process of turning data into information can be one of your most powerful tools.

Getting as close as possible to the mind of your user can be immensely challenging, sometimes scary, sometimes fun, but vital. Adopting a user can make you discover more easily new perspectives on the challenge you are working on.

The talk is a string of stories, reflections and case studies on the subject of making complex matter engaging and meaningful.

14:15

DO YOU RECOGNIZE ME?

On-Air branding consistency

Speaker: Juan Carlos ORDÓÑEZ, Visualzink Madrid

Outlining the importance and potential of channel branding consistency in the age of complex multi-platform market conditions.

This session addresses not only the traditional on-air branding material that we are familiar with but also other brand signals that can be spread throughout the layers of programmes. Different real life examples will show how to brand more efficiently and consistently.

15:00

CLOSING OF THE 2105 EUROVISION CONNECT CONFERENCE

SPEAKERS

SAM CROWTHER

Head of Creative on Bauer Radio



Sam is Head of Creative for Bauer's London and National stations including Absolute Radio, Kiss FM UK, Kisstory, KissFresh, Magic, Planet Rock, Kerrang and Heat Radio. He manages a department of writers, producers and composers creating sonic content for advertisers on radio and multi-platform

campaigns across Bauers Magazine and TV partnership brands including Grazia, FHM, Heat, Closer, MCN, The Box and 4Music. He is a respected and innovative conference speaker, presentation trainer, an associate Skillset lecturer in 'Sound Marketing' and is particularly interested in studying psycho-acoustics, how sound can subconsciously affect aspects of human behaviour.

HOLLY GOODIER

Director, Marketing & Audiences, BBC Digital



Holly is currently Director of Marketing and Audiences at BBC Digital.

A member of the BBC's Digital Board, she leads the teams responsible for research, analytics, creative strategy and marketing across the BBC's digital portfolio. A strategist, researcher and innovation expert, Holly's work

centres on harnessing insight and data to create successful teams, products, programmes and brands.

VITOLD GRAND' HENRY

On-air Marketing Manager, RTBF



Vitold's vision is about how to crossboard media and marketing skills. He is working as on-air TV marketing manager for RTBF, the Belgian French-speaking broadcaster. He is leading there a transformation process, turning classical TV proms activity into a

multimedia and brand positioning experience. His own experience includes years of work as TV director, art director, for various companies, and a master's degree in marketing. He's also teaching marketing in film school, using "Harry Potter" as a case study, in order to understand how "art + marketing" can be a successful association.

JONATHAN HOPPER

Media Scheduling Lead, Marketing & Audiences, BBC



Jonathan started work at the BBC as production runner in 2005 working in the factual arts programming. He then joined Red Bee Media working on all the BBC TV channels in playout planning. This lead to a move back to the BBC to join the Media planning team in 2007 where he started out

in the radio team, planning the promotional airtime on Radio 2 and 6 Music. Jonathan has worked across all the TV channels including 2 years as the BBC One media planner. He now manages the TV media planning team.

CHRISSY JAMIESON

Planning Director, Red Bee



Chrissy works across a range of Red Bee's broadcast clients, currently focussing on BBC One and a number of UKTV channels. Her role spans international brand identity projects, channel brand strategy development, through to more specific programme communication strategies and

running brief training clinics for clients. She started her career at TNS Global in communications research, before joining the planning teams at Lowe, Albion London, and CHI & Partners. She has held senior planning roles on clients such as Tesco, Ebay, Skype, The Times and Lexus Europe. She also led the IPA-award winning brand strategy for British Gas.

TOM GABRIEL JOHANSEN

New Media advisor and interaction designer, NRK



Tom has over 15 years of practice in design, ranging from strategic design to board game design, from interaction design to information visualization. He has worked as a special advisor in visualizing data for Statistic Norway. At NRK, Tom is working within the area

of interaction and information design. He is an advocate for the value of cross collaboration among different professions and works closely with journalists, programmers, researchers, scientists and activists. He is an acclaimed international speaker and teach at the Oslo National Academy of the Arts and Central St Martins University in London.

JANE LINGHAM

Director of brand, BBC



Her role involves overseeing brand strategy and marketing planning as well as delivering all pan-BBC marketing. She was previously Head of Planning at the BBC where she helped developed content strategy for some of the nations's best loved TV shows including Eastenders,

Strictly Come Dancing and The Apprentice. Before the BBC Jane worked as a creative strategist in London advertising agencies and as a brand consultant. Career highlights include: making Londoners feel better about the Tube (which won her an APG Grand Prix), launching the recent BBC Love campaign, and bumping into Stephen Fry in the lift.

KREŠIMIR MACAN

General Manager, Manjgura PR agency



Krešimir is respected Croatian PR professional and lecturer specialized in crisis management, strategic communication in politics and new social media, operating today a successful private consultancy – Manjgura. In 1998 he was hired by Croatian Radio Television as their

first Head of Corporate Communications and in 2003. He was appointed as Communication Advisor to Prime Minister of Croatia. He has been involved with public relations since 1991 and outbreak of war in Croatia.

FREDRIK MARKLUND

Brand Manager, SVT



Fredrik has worked over 20 years in television and 12 years with branding, promotion and marketing at SVT. He currently works as brand manager at SVT Communications.

MICHAEL MÜLLER

Prof. Dr. Hochschule der Medien, Stuttgart Media University



Michael is professor for Media Analysis and Media Conception. He is teaching and researching in the areas Narration, Semiotics and Media Theory. He began his professional career as a cultural manager with Siemens AG and as an editor with the German broadcasting

company ProSiebenSAT.1. In 1997 he was co-founder of the consulting network "SYSTEM + KOMMUNIKATION", and developed the method of storytelling analysis. Since then he supported companies, organisations and individuals on the basis of narrative and systemic approaches in the areas of communication and cultural development, change processes and decision-making. Michael has published numerous books and articles. He is chairman of the "Institute for Applied Narratology (IANA)" at Stuttgart Media University.

RAJIV NATHWANI

Social Media Manager, BBC ONE and BBC TWO



Rajiv joined the BBC on a two-month traineeship in 2010, and has never left! He started his BBC career as a researcher for BBC Learning before moving to EastEnders as an Assistant Producer, working on the Webby Award-Winning series, EastEnders: E20 as well as managing

EastEnders' social media presences. Rajiv is now the Social Media Manager across BBC One and Two and has recently managed record breaking campaigns including EastEnders 30th anniversary (#EELive) and Sherlock (#SherlockLives). Outside of his work at the BBC, Rajiv is on the board of the Birmingham Repertory Theatre and LIFT (London International Festival of Theatre).

MART NORMET

Head of Entertainment, ETV/ERR



Mart has run the entertainment department of Estonian Television for 7 years now. His passion is to create events and put audiences to the test. When he took up his current position one of the big challenges he faced was to reinvent the Eurovision Song Contest national preselection. This

year the competition called Eesti Laul had the biggest viewer numbers ever and is now recognized for high artistic values and a fantastic image. Mart has also been the host of a radio breakfast show, co-writer of big-arena stand-up comedy tours and a lot more. Last autumn he took the lead in ETV Host-Swap project.

JUAN CARLOS ORDÓÑEZ

Owner and Creative Director, Visualzink



Former Creative Director of the Sony Pictures Television International channels for Spain and Portugal, he has a strong background in channel branding not only on local marketplaces but on a global environment. Spending more than 17 years from promo cutting,

scriptwriting, direction, strategy and graphic packages development for channels on-air, he has also been awarded with NY Festivals, Promax World, Europe and Latin-American, golds and silvers. Now he is still in the frontline working for either public broadcasters or commercial Pay/Free TV platforms.

ANNA SJÖBERG

CEO and strategist, Department of Exciting Thoughts



Anna has been working with branding and advertising for more than a decade, both as a marketing executive in the airline industry and in advertising agencies. Now she is a partner and CEO at a Swedish communication agency called Det or Department of Exciting

Thoughts. For ten years, she's been teaching branding at Berghs School of Communication. She is passionate about the idea of charismatic branding and has taken it as her mission to help companies finding their way in the new media climate.

CHRISTINE STARK

Member of the Executive Board and Senior Consultant, ENDMARK GmbH



Since 2005, Christine Stark has been responsible for the verbal positioning of numerous companies and brands at ENDMARK. She is in charge of developing the areas of brand language and naming systems and, as part of this, is responsible for the strategic and creative use of language

and communication on an international level. Her leadership has resulted in the creation of product names such as the “VW TIGUAN”, company names such as “ALPIQ Holding” or the “ACTIMONDA” health insurance scheme, as well as whole structures for naming systems, e.g. for new “TRILUX” lighting or “BIOTRONIK” medical technology.

KRISTIAN TOLONEN

Head of Research, NRK



Since 1997, Kristian has been Media analyst in NRK (Norwegian National Broadcasting), now Head of NRKs Audience Research department. 10 years of tv-research, 6 years of integrating radio, web and mobile to expand and understand the ever growing horizon of media

development. NRK is participating member in the MOCs for TV, radio and web measurement.

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