

### MONDAY 22 MAY

HOTEL LEV, Ljubljana

DAY 1

#### 09:00-12:40 MORNING SESSION

EVERYTHING HAS TO CHANGE... WE ARE RE-INVENTING PUBLIC SERVICE MEDIA IN A VARIETY OF WAYS

##### INSPIRATIONAL KEYNOTE

Nigel Walley, Decipher Media Research  
Moving broadcasters to digital:  
Changes in Structure, Content, Branding

##### CHAPTER 1

ONCE UPON A TIME, THE QUEST OF YOUNGER AUDIENCES

- Understanding why teenagers don't watch television to determine how to bring them back (France Télévisions)
- How to understand teenagers' new habits & needs towards media (BBC Young Audiences)
- How to connect with the Z generation in order to build a new trustworthy relationship (An SVT project)

##### CHAPTER 2

WHERE PUBLIC SERVICE MEDIA MEETS BRANDING

- How to structure your corporate branding and brand platform (SVT)
- How to build and launch a PS cross media brand (franceinfo)
- How to touch people's hearts with a PS campaign (SRF)

#### 12:40-13:40 LUNCH BREAK

#### 13:40-18:00 AFTERNOON SESSION

EVERYTHING STAYS THE SAME...

##### 2017 AWARDS VOTING PART 1

##### CHAPTER 3

NEW FORMS OF DIGITAL CREATIVITY

- How to implement key innovations in media production (NRKbeta)
- How to use your digital platform as a powerful advertising and branding tool (BBC)

##### CHAPTER 4

BRINGING THE NATION TOGETHER

- Past (RTE)
- Present (Red Bee and France 2)
- Future - Brexit (BBC One)

##### 2017 AWARDS VOTING PART 2

#### 18:00-19:30 MEET THE AGENCIES

#### 20:00-22:00 GALA DINNER & AWARD CEREMONY

### TUESDAY 23 MAY

HOTEL LEV, Ljubljana

DAY 2

#### 09:00-12:10 MORNING SESSION

EVERYONE NEEDS A VISION...

##### INSPIRATIONAL KEYNOTE

Kurio, Social Media Agency  
World Class Lessons on Social Media  
How to discover the secret recipe of award winning social media content

##### CHAPTER 5

FROM DIGITAL TO SOCIAL

- How to make the most of new media landscape (the7Stars)
- How to make 98 % awareness among teenagers (NRK Fiction)

##### CHAPTER 6

INNOVATION: THE KEY TO DIGITAL TRANSFORMATION?

- How to merge brand and purpose to create emotive and memorable campaigns (Channel 4)
- How to get the social media influencers to work for your project (Yle)
- How to use VR to boost your Public Service Brand

#### 12:10-13:00 LUNCH BREAK

#### 13:00-14:45 AFTERNOON SESSION

...TO RE-INVENT THE BASICS

##### INSPIRATIONAL KEYNOTE

Ben McOwen Wilson, YouTube  
How broadcasters are using YouTube in innovative ways to engage audiences

##### BITE SIZE SESSION

Short sessions from broadcasters who are not usually on stage