



**EUROVISION SCIENCE & KNOWLEDGE EXPERTS**  
Berlin, 14 September 2015

**Harnack-Haus**

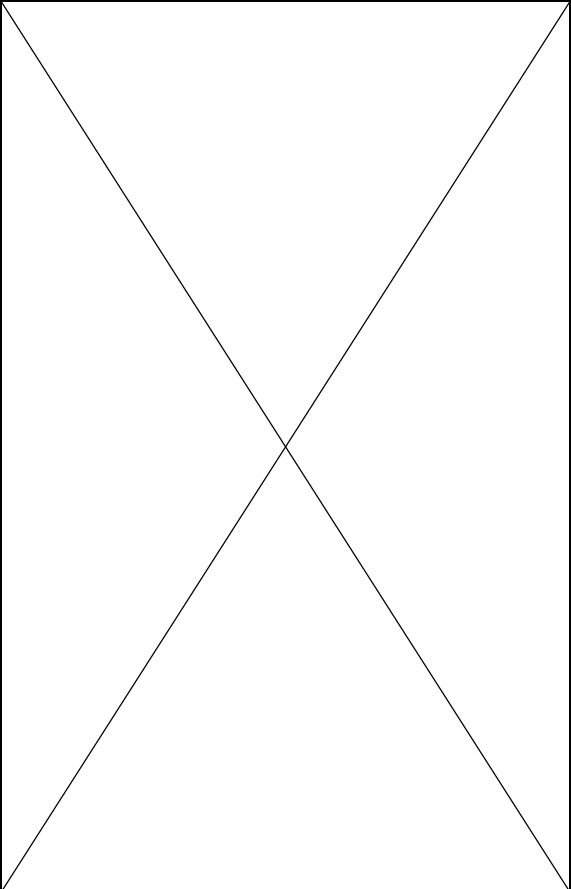
Tagungsstätte der Max-Planck-Gesellschaft zur Förderung der Wissenschaften e.V.  
Innestrasse 16-20 / D-14195 Berlin [www.harnackhaus-berlin.mpg.de](http://www.harnackhaus-berlin.mpg.de)

## AGENDA

MORNING: COMMON SESSIONS	
9:15 - 9:30	<b>OPENING</b> words by Asta Dalman, UR, Chair of the S&K Experts
9:30 - 10:00	<b>KEYNOTE SPEAKER 1:</b> Ms. Juliane Leopold, Editor in Chief, BuzzFeed Germany ➤ <i>“How does BuzzFeed manage to be so successful in reaching young people?”</i>
10:00 - 10:30	<b>KEYNOTE SPEAKER 2:</b> Prof. Dr. Hermann Rotermund, Professor of Media Studies at the University of Lüneburg ➤ <i>“Reaching younger target groups with TV programmes and Social Media communication”</i>
10:30 - 11:00	<b>Q &amp; A's</b>
11:00 - 11:30	<i>Coffee break</i>
11:30 - 12:30	<b>GOVERNANCE ISSUES</b> ➤ Discussion about the leading structure of the S&K Group ➤ Election of a new board for the S&K Group ➤ Yearly meeting schedule of the S&K Group
12:30 - 14:00	<i>Lunch</i>

**AFTERNOON: PARALLEL SESSIONS**

	<b>SCIENCE</b>	<b>KNOWLEDGE / EDUCATION</b>	<b>LANGUAGE GROUP</b>
<b>14:00 - 16:00</b>	<p><b>WORKSHOP</b> with Bertram Gugel, Trainer ARD-ZDF medienakademie</p> <ul style="list-style-type: none"> <li>➤ <b>“Cross media planning of science programming”</b>: Bertram Gugel will present examples of how to come to integrate TV-formats, social platforms and interactivity into one big story. He'll convince TV-makers, that it's possible to think big even if the resources seem to be short. He'll give input on how to add value to users AND the story by thinking and planning cross medial. Participants should develop their best ideas and might come to surprising insights.</li> </ul>	<p><b>1. PRODUCTION MEETING</b> with Markus Nickel, Rai Educational</p> <ul style="list-style-type: none"> <li>➤ <b>“Big Cities”</b>, a global TV collection (n x 13', character driven documentary) on sustainable urban development and life, following the sharing principle "make one, take all". Currently, 30 broadcasters from Europe, Latin America and Asia are participating. New partners are still welcome, more information can be found here: <a href="http://www.tal.tv/bigcities">www.tal.tv/bigcities</a> and <a href="http://www3.ebu.ch/contents/projects/tv/documentary/big-cities.html">http://www3.ebu.ch/contents/projects/tv/documentary/big-cities.html</a></li> </ul>	<p><b>1. PRESENTATION</b> by Isabella Seeger, Bielefeld University</p> <ul style="list-style-type: none"> <li>➤ <b>“Using authentic film and video in language teaching”</b></li> <li>➤ <b>Discussion: What kinds of films are needed? What are new ways for us as broadcaster?</b></li> </ul> <p><b>2. SCREENINGS</b></p> <ul style="list-style-type: none"> <li>➤ <b>“Dai domanda”</b>: A successful coproduction now in Italian (UR, ARD/WDR)</li> <li>➤ <b>“Deutsch mit Socke”</b>: The talking sock now teaches German (ARD/WDR)</li> <li>➤ <b>“My Hero”</b>: More episodes with female boxers and sport journalists (ARD/WDR)</li> <li>➤ <b>“Tone Checker”</b>: Pronunciation app tied in with Learning Chinese on TV (NHK)</li> <li>➤ <b>“Un Mensaje De Mia”</b>: New ways of filming, e.g. (ARD/WDR)</li> <li>➤ <b>ESP and RUS</b>, online contents to motivate to language learning (YLE) <a href="http://yle.fi/esp">yle.fi/esp</a>, <a href="http://yle.fi/rus">yle.fi/rus</a></li> </ul>
<b>16:00 - 16:30</b>	<i>Coffee break</i>		
<b>16:30 - end of sessions</b>	<b>KNOWLEDGE / EDUCATION (cont...)</b>		<b>LANGUAGE GROUP (cont...)</b>  <b>3. PITCHING SESSION</b>

		<p><b>2. PROJECT DISCUSSION</b></p> <ul style="list-style-type: none"> <li>➤ “Bullying”</li> </ul> <p>17:30 - End of the session</p>	<ul style="list-style-type: none"> <li>➤ <b>eComics</b>: A new mobile way for language, YLE</li> <li>➤ <b>“My Spanish Diary”</b> and <b>“My Bermuda Diary”</b>: Video diaries for Spanish and English, Footstep Productions</li> <li>➤ <b>“The Search”</b>, Cross media drama engaging the viewer in a journey of discovery, Footstep Productions</li> <li>➤ <b>“News Bulletins in French, German, Spanish (English)”</b>, Short current affairs resources covering news and cultural items, Footstep Productions</li> </ul> <p><b>4. DISCUSSION</b></p> <ul style="list-style-type: none"> <li>➤ What’s next?</li> <li>➤ Election of a new Language Group Representative</li> <li>➤ Next meeting: What do we want?</li> <li>➤ Other interesting networks/meetings</li> </ul> <p>18:00 End of meeting</p>
<p>19:00</p>	<p><i>Dinner</i>  <i>Luise Restaurant ( Biergarten) Königin-Luise-Straße 40 – 42, 14195 Berlin</i>  <a href="http://www.luise-dahlem.de/">http://www.luise-dahlem.de/</a> - (1 underground station from the Harnack-Haus. Take line U3, get out at Bhf Dahlem)</p>		