

**EUR(O)VISION**

OPERATED BY EBU

EUROVISION  
ACADEMY



**Angela Reynolds**  
L&L partner - LAI team  
...the power of the address  
L&L logo

# AT THE HEART OF EUROVISION'S PHILOSOPHY

We have accepted the challenges of an unprecedented digital revolution, and this has changed our relationship with our audiences and individual audience members. We are constantly developing new ways to serve our audiences, at any place and any time.

Empowering society - A Declaration on the Core Values of Public Service Media, EBU - 2012.

We, EUROVISION ACADEMY, embrace the values of public service media.

## **UNIVERSALITY**

EUROVISION ACADEMY is a hub of know-how. Through continuous dialogue we identify best practices as a source of inspiration for EBU Members.

## **INDEPENDENCE**

EUROVISION ACADEMY offers a trustworthy learning platform.

## **EXCELLENCE**

EUROVISION ACADEMY selects and develops the most relevant learning content. Quality is paramount at all stages of the training process.

## **DIVERSITY**

EUROVISION ACADEMY has a flexible, customized approach. We diversify our offer through strong partnerships with selected international media training bodies.

## **ACCOUNTABILITY**

EUROVISION ACADEMY listens to its clients. We deliver what we promise, applying a transparent approach. We maintain a constant dialogue with Members.

## **INNOVATION**

EUROVISION ACADEMY draws up innovative training programmes that are unique on the market.

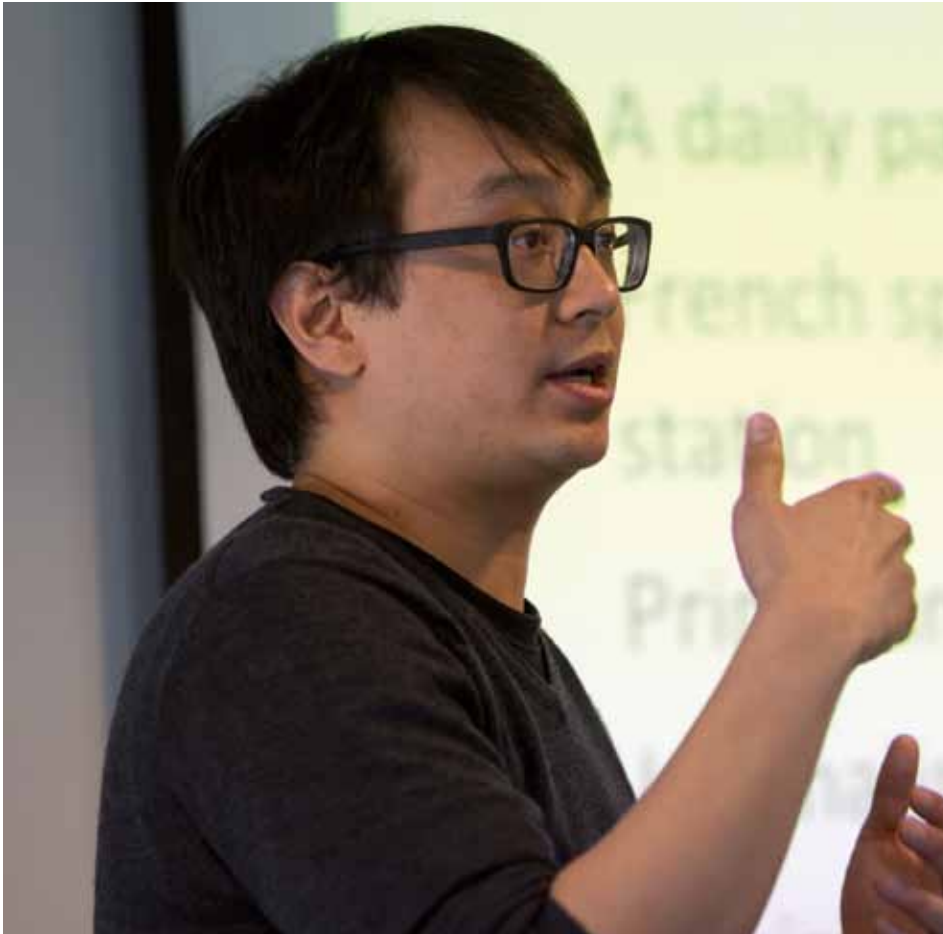
EUROVISION ACADEMY is committed to constantly innovating and evolving to deliver top-quality, relevant training for media professionals.

### **What does this mean?**

We have adopted a 3-pillar strategy (see p. 5) that allows us to quickly provide appropriate responses to the constant professional and structural changes affecting our EBU Members.

We bring together the strongest components of the training market, and by doing so we act as a learning incubator for the EBU Community.

# OUR MISSION OUR APPROACH



## **OUR VISION**

We intend to be the world class content partner to strengthen public service media.

## **OUR MISSION**

To join forces to share, learn, innovate and set standards of excellence.

## **OUR APPROACH**

EUROVISION ACADEMY is a professional education center for the EBU's 73 Members. It offers more than learning in its traditional sense, acting as a hub of cross-disciplinary knowledge where the latest market developments and trends can be discussed and shared.

It fosters personal growth by encouraging Members' professionals to develop ideas that take account of technology, innovation and creativity. Participants leave with the knowledge and tools to set public service media apart.

Courses are held either on Members' premises or at EBU headquarters in Geneva.

## THREE-PILLAR APPROACH

### PILLAR 1: MARKET LEADER - B TO C

**Aim:** to foster talent among EBU Members' staff

EUROVISION ACADEMY positions itself as a leader on the international training market for broadcast professionals.

**What:** top-quality courses with exclusive content

**Format:** Master Classes and Master Courses are the core training formats. They facilitate the development of strong relationships between participants from various Members, thus creating communities of practice.

### PILLAR 2: PARTNERSHIPS FOR CAPACITY-BUILDING - B TO B

**Aim:** to foster business in line with each EBU Member's corporate strategy

**What:** EUROVISION ACADEMY develops corporate strategy programmes for EBU Members by:

- Tailoring the content of a Master Class to EBU Members' requirements in on-site workshops
- Developing partnerships with selected international media training bodies such as CFI (France) and German foundations.
- Facilitating financial assistance to Members eligible for the EBU Partnership Programme.
- Working with other sectors of the EBU, e.g. Technology & Innovation or News.

**Format:** Workshops, Theme Visits and Trainer Development Programmes are the core training formats.

### PILLAR 3: SHARE KNOWLEDGE AND UNDERSTANDING - C TO B

**Aim:** to encourage the long-term involvement of EBU and EUROVISION ACADEMY alumni communities

**What:** EUROVISION ACADEMY nurtures its pool of alumni, enabling it to identify new trainers, and monitor trends and best practices.

**Format:** Network & Learn is the core training format.

## **OUR STANDARDS OF EXCELLENCE**

All EUROVISION ACADEMY courses must meet the highest standards.

- They address market requirements for skills and know-how.
- They have a lasting learning impact by providing know-how you can apply immediately and that will benefit you long-term in your career.
- Their teaching formats (Master Class, Master Course, on-site customized workshop, theme visit, Network & Learn) and teaching methods (lecture, coaching, mentoring, role-playing, practical exercises, or distance learning) are adapted to requirements.
- Their focus is on customer-oriented, cost-efficient training.
- They involve committed faculty members, familiar with the state of the art in both their professional field and teaching methodology.
- Their quality is maintained by means of course assessment and key performance indicators.

## **OUR PORTFOLIOS**

EUROVISION ACADEMY has developed six training portfolios to help media professionals tackle the constantly changing challenges of the media industry:

- Leadership and management
- Safety and security
- News
- Digital culture and technologies,
- Brands and values
- Authoring & programming

## **OUR FACULTY**

All our courses are delivered by experts selected for their professional knowledge and teaching skills. They divide their time between teaching, research and working and so maintain a firm grasp of the latest developments in their specific sector.

## **OUR PARTNERS**

In a bid to forecast the media industry's future, EUROVISION ACADEMY develops partnerships with selected international media training bodies and sister unions (ASBU and AIBD).







# OUR ACTIVITIES

EUROVISION ACADEMY enhances the skills and knowledge of media professionals so that they can exploit market opportunities. Our dynamic new programmes focus on real-world cases. We aim to provide media professionals with concrete know-how that they can apply immediately and that will benefit their career in the long term.

In response to the digital revolution we offer targeted training in such areas as:

- Leadership
- Digital news
- Storytelling

## **OPEN-ENROLMENT COURSES**

- Run in small groups
- Built on individuals' key skills
- Structured around lectures, examples of best practices, roundtable discussions, and practical exercises
- Certified programmes created and delivered by experts

"I HAVE GAINED IMPORTANT TOOLS NEEDED TO WORK WITH RAW DATA FOR USE IN NEWS STORIES. THE TOOLS AND TIPS TO SEARCH MORE EASILY ON THE INTERNET."

Participant in the Data Journalism Master Class, 2012



## CUSTOMIZED WORKSHOPS

- Member-specific and delivered on site
- Team of colleagues shares new knowledge
- Interdepartmental convergence
- Collective creativity on new or on-going projects

"THE WORKSHOP WAS VERY WELL ATTENDED. PARTICIPANTS ARE KEEN TO BECOME PART OF THE EUROPEAN DOCUMENTARY SCENE AND TAKE AN ACTIVE PART IN WORKSHOPS AND PITCHING SESSIONS. THEY ARE VERY AWARE OF EUROPEAN POLITICAL AND CULTURAL ISSUES, AND THEIR INTERESTS ARE SIMILAR TO THOSE OF EUROPEAN BROADCASTERS."

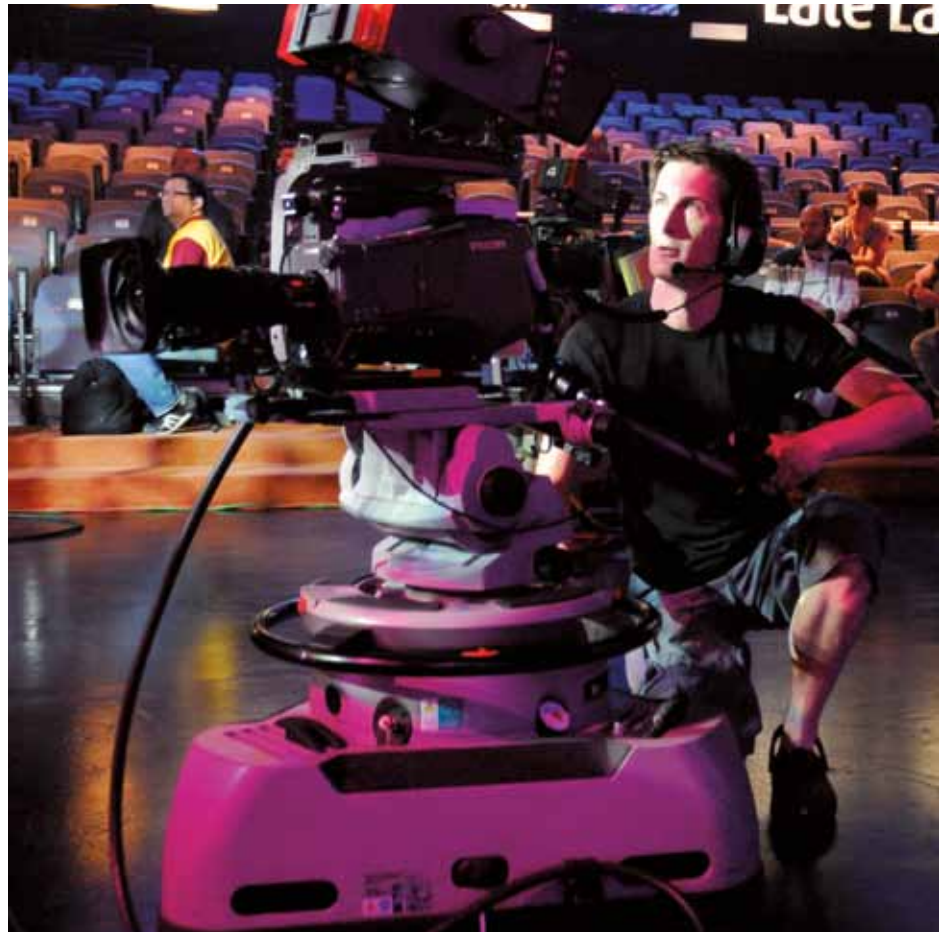
Workshop commissioner/ Documentary Workshop /  
Georgian Public Broadcaster, Tbilisi, 2012

## NETWORK & LEARN

- This format is about people, ideas and innovation.
- Network - keeping up with the latest techniques and creative trends
  - Learn - different experiences and approaches, new inspiration

"WE ARE ALL PURSUING THE SAME GOALS. IT WAS A USEFUL EXCHANGE OF EXPERIENCES AND GAVE US INSPIRATION FOR NEW PROJECTS."

Participant in Network & Learn: social media  
at the heart of news, 2012



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