

HR & ACADEMY ASSEMBLY

AGENDA

The common topic of the 2021 HR & Academy Assembly is 'new work' in the media, namely public service media. We are still facing an enormous need in transformation of our business. Simultaneously, the next generation of employees think differently about expectations from their employer, digitalization at work and leadership culture as a whole.

The COVID-19 pandemic forced us to acknowledge that the usage of rooms, the need to work remotely and the need to meet for creativity warranted a relaunch of office architecture to promote intricate connections – the definition of 'new work'.

Day 1 – Wednesday 13 October

9:30am to 12:30pm

1. **9:30am to 9:45am DOORS OPEN**
2. **9:45 am to 10:00 am WELCOME ADDRESS**

Welcome by Vanessa O'Connor, Director of Member Relations & Communications, EBU and Melanie Brown Cocchetti, Director of Human Resources, EBU

3. **10:00 am to 10:45 am THE FUTURE OF WORK**

Panel moderated by Diane Couderc, Sales and Marketing Director, TV 5 Monde Media Professional with 20+ years experience in pay TV, both as operator and broadcaster, across different countries. Director of TV5MONDE Europe

- Keynote on 'New Work' – the philosophy about New Work, the need for it and exploring how we will get there
- Jean Paul Philippot, Director General, RTBF. The point of view of a Director General
- Béatrice LE FOUEST, Development Director of Human Resources, Employment and Diversity, France Télévisions. How HR & Learning and Development work together – FTV top management has defined the roadmap for next two years, helping define the new skillset and develop professional mobility.

A new work organization: how Business & HR need to work together

Home office is not the simple transposition of tasks to the home, it is a whole transformation of the activity of a job.

We must therefore try to see, beyond the task, the real work and seek to increase the power of individuals by offering them environments to participate in decisions about the way work is organized.

What is the new normal? How to develop cross functional cooperation.

Office organization: what are we going to do? What is the purpose of going to the office?

As companies expand their menu of work arrangements, they will need to address several important questions. Are employees able to choose their work arrangement or is that determined by the company? How do the type of work, employee preferences, and business needs factor into decisions about who is a good fit for a particular work arrangement?

Company culture

Company culture is really about the connection that employees have to a company. It is why, emotionally, an employee chooses to work at one company as opposed to another, all things being equal. Why do they choose to work for one organization versus another is often based on their perception of how they fit. Company culture is really important for signalling what both employees and employers value.

Bring the management in: what does new work mean? Establish a new type of trust.

People at home get sick: more stressful as they have no information, less comfortable.

4. 10:45am to 11:30am BREAK OUT SESSIONS

<p align="center">HR BREAKOUT SESSION</p> <p align="center">Being HR –</p> <p align="center">Taking better care of ourselves</p>	<p align="center">ACADEMY BREAK OUT SESSION</p> <p align="center">PSM as a “school of talent”</p>
<p>During this session about the Resilience Mindset, participants discover the mindfulness practice, make the link between mindfulness and work and are given some pragmatic advice on how to better focus and manage priorities. This session will be delivered by expert from The Potential Project. Their Program about the Resilience Mindset will be delivered to EBU staff from June 2021.</p> <p>Contributors: Anne-France Arnoux Sagnac Anne-France has followed a twofold path, enriching a career as Business lawyer and Senior executive in a French listed company (Group Deputy General Counsel, Risks and Compliance Officer and CSR leader) over 25 years, through a</p>	<p>Moderated by</p> <ol style="list-style-type: none"> 1) BBC -apprenticeships; -commitment to Screenskills and commitment to the National Film and Television School. 2) SVT apprenticeships scheme & Ambassadors at Schools & Young talents scheme: make the case for freedom of speech by Christina Ågren, Project manager. 3)ORF trainee programme – journalist, technician, business 4) TRT programme

transmission approach focused on the place of human sustainability in organizations. She is now fully dedicated to initiating changes at all level of organizations through Mindfulness “accompanying those who accompany» (Board members, corporate functions, Lawyers..).

Erick Rinner

A Luxembourger living in the Lausanne area, Erick shares his time between Potential Project, while still running Milestone Investisseurs, his private equity firm. Erick has had a daily mindfulness practice for 14 years and is regularly on retreat. He received his MBA from Columbia Business School (Award for Excellence) and also an MBSR senior trainer as a well as an executive coach. Erick teaches in English and French. Erick donates all his corporate mindfulness training fees to www.globalnomad-tibet.com and www.karunashechen.org

5. 11:30am to 12:00pm - DEBRIEF OF BREAK OUT SESSIONS

6. 12:00pm to 12:30pm – EBU ACADEMY COMMITTEE ELECTIONS

Day 2 – Thursday 14 October

9:45am to 12:30pm

1. 9:30am to 9:45am – Doors open

2. 9:45 am to 10:00: Recap of Day 1 by the 2 Committee chairs

Frédéric Olivier, Director RTBF Academy and chair of EBU Academy Committee

Kurt Schumacher, Director of HR WDR, Westdeutscher Rundfunk, Cologne and chair of EBU HR Committee

2. 10:00 am to 10:45 am – THE CHANGE OF LEADERSHIP AND PRINCIPLES

Panel moderated by Brigitta Nickelsen, Director of Corporate Development and Operations, responsible for strategic corporate development, finance, human resources, personnel development, Radio Bremen, Germany

CASE STUDY: CHANGE OF LEADERSHIP in the SVT Newsroom by Christina Johannesson, Project manager, The skills of the future, News Leaders, SVT, Sweden. How to change leadership in the newsroom. Leadership culture needs to support innovation, diversity and transformation. You need a foundation. You need to work on this when scepticism is built in the culture.

Panelists : tbc

3. 10:45am to 11:30 am BREAKOUT SESSIONS

HR BREAKOUT SESSSION	ACADEMY BREAKOUT SESSION	ACADEMY BREAKOUT SESSION
<p>Role of HR as a change agent in current times Contributor Pamela Lupton-Bowers, PLB-Consulting</p> <p>The discussion is led by Pamela Lupton-Bowers a Master Trainer and CPF facilitator who has worked with multi-national groups for 40 years. She works with organisations in non-</p>	<p>The skills of the future moderated by Justin Kings, EBU Academy Faculty:</p> <ol style="list-style-type: none">1) Michael Österlund, Head of Local News SVT: deficit analysis (study the audience of each region and make an analysis on the journalism). No assumption.2) Justin Kings: Social audio, podcasts	<p>The Learning & Development new role and the learning technologies . Presented by Jenny McCulloch, BBC Academy</p> <p>How organisations have supported their training teams to adapt to change, pivoting from being face to face trainers to virtual trainers, what are the pros and cons, what have people</p>

<p>profits, corporate companies and in academia. She is a trainer, mentor and coach to facilitators around the world, and is adjunct professor in team and leadership on the International Diploma of Humanitarian Assistance and International Masters of Humanitarian Affairs, Fordham University, New York.</p>	<p>3) University partnership on digital skills tbc</p>	<p>learned and what reflection have we had? BBC Academy has won a Gold award from the trainer development programme</p> <p>BBC Academy has tried some new technologies, content authoring tools, learning experience platforms, LMS etc, - SAP JAM and Articulate Rise and will share what has been learned during the pandemic.</p>
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4. 11:30am to 12:00pm - DEBRIEF OF BREAK OUT SESSIONS

5. 12:00pm to 12:30pm – EBU HUMAN RESOURCES COMMITTEE ELECTIONS