

HR & ACADEMY ASSEMBLY

AGENDA

The common topic of the 2021 HR & Academy Assembly is “New Work” in the media, in Public Service media. We still are facing enormous need of transformation in our business, at the same time the next generation of employees is “ticking” differently about expectation towards the employer, towards digitalization at the job, towards the leadership culture.

Corona showed us – if we wanted it or not – that the usage of rooms, the need to work remote and the need to meet for creativity means we also need “relaunches of office architecture”, even the stations which are not about to build new houses. Everything is connected with everything which is a definition of New Work.

Day 1 –Wednesday 13 October

9:30-12:30

1. **9:30 - 9:45 DOORS OPEN**
2. **9:45 - 10:00 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 - 10:45 THE FUTURE OF WORK**

Panel moderated by Sasha Scott, EBU, Project manager of the “EBU Future of work group”
<https://www.ebu.ch/contents/groups/media/future-of-work-group.html>

- Keynote on “New Work “– the philosophy about New Work, the need of this and how do we 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
- HR FTV : How HR - & L&D work together– FTV top management has defined the roadmap for next 2 years and this will help to define the new skillset and help to develop the 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 job.

We must therefore "try to see, beyond the task, the real work" and "seek to increase the power of individuals to act by offering them environments which allow them to participate in the decisions of the organization, in particular by in terms of work organization. "

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 are they 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, number one, to a company. It's 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 companies 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.

3. 10:45 – 11:30 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>1) BBC -apprenticeships; -commitment to Screenskills; -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</p>

4. 11:30 – 12:00 - DEBRIEF OF BREAK OUT SESSIONS

5. 12:00 – 12:30 – EBU ACADEMY COMMITTEE ELECTIONS

Day 2 – Thursday 14 October

9:45 - 12:30

1. 9:45 - 10:00 - DOORS OPEN

2. 10:00 – 10:45 – 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: How to change leadership in the Newsroom. LEADING NEWS: Leadership culture need to support innovation, diversity and transformation. You need a foundation. You need to work on this when scepticism is built in the culture by Christina Johannesson, Project manager, the skills of the future, News Leaders, SVT, Sweden

Panelists : tbc

3. 10:45 – 11:30 BREAK OUT SESSIONS

HR BREAK OUT SESSSION	ACADEMY BREAK OUT SESSION	ACADEMY BREAK OUT SESSION
Role of HR as a change agent in current times	The skills of the future: 1) SVT : deficit analysis (study the audience of each region and make an analysis on he journalism). No assumption. 2) Mark Egan: AI & News, The use of archives for creative Content 3) Justin Kings : Social audio, Podcasts 4) University partnership on digital skills tbc	The Learning & Development new Role and the Learning technologies Presented by Jenny McCulloch, BBC Academy 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 learned, what reflection have we had. BBC Academy has won a Gold award from the trainer development programme

		BBC Academy has tried some new technologies, content authoring tools, learning experience platforms, LMS etc, - SAP JAM and Articulate Rise and will share what we have learned during the pandemic. .
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4. 11:30 – 12:00 - DEBRIEF OF BREAK OUT SESSIONS

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