

Day1 - 8 May 2008

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- 09:00 – 09:10 **OPENING**  
**Speaker:** Alan James, BBC, EBUconnect Chairman 2008
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- 09:10 – 09:45 **KEYNOTE 1**  
**Speaker:** Stephen Margarito, Head of Brand Management, T.E.A.M.  
“Branding Champions League”
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- 09:45 – 10:45 **BRANDING I: GENERAL CHANNELS**  
BBC 3, VRT/Canvas  
**Speaker:** Emma Profitt, Red Bee Media, and Geert Vermeersch, VRT
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- 10:45 – 11:15 *Coffee Break*
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- 11:15 – 12:00 **TECHNOLOGY THAT USED TO SCARE US**  
**Speaker:** Eirik Solheim, NRK and David Wood, EBU
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- 12:00 – 13:00 **SUMMER OF LOVE**  
Marketing of events  
**Speaker:** Henri L’Hostis and Karl Weege, ARTE
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- 13:00 – 14:15 *Lunch*
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- 14:15 – 15:15 **THE LAUNCH OF IPLAYER AND MEDIATHEK**  
How BBC and ZDF marketed their on-demand device  
**Speaker:** Shelley Cook, BBC, and Robert Amlung, ZDF
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- 15:15 – 16:30 **WORKSHOP 1a**  
INAP jury “Best cross media campaign”  
**Moderator:** Terry Yeton, yettoncreative
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- WORKSHOP 1b**  
Media planning:  
**Speaker:** Claire Wildey, BBC
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- WORKSHOP 1c**  
Spectacular failures: Learning from “superbrands”  
**Speaker:** Markus Schmidt, SevenSenses, and Klaus Schuntermann, MDR/ARD
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- 16:30 – 17:00 *Coffee Break*
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- 17:00 – 17:45 **INAP AWARD**  
a) Best cross media campaign (see: judging workshop)  
b) Best single promo of the year  
c) Best film promo  
d) Best seasonal or event campaign  
e) Low cost high impact (promo or design)  
f) Best channel/platform branding (channel, umbrella, service, show)  
g) Best single design piece  
**Moderator:** Alex Hefter, SF TV
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- 20:00 *Dinner*

Day2 - 9 May 2008

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- 09:30 – 10:15 **KEYNOTE 1**  
**Speaker:** Tyler Brulé
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- 10:15 – 11:00 **PRESENTATION**  
Continuity Presentation in the 21. Century  
**Speaker:** Yasmin Syed, NRK
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- 11:00 – 11:30 *Coffee Break*
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- 11:30 – 12:45 **WORKSHOP 2a**  
Creative briefing (part II from 2007)  
**Speaker:** Emma Profitt, Red Bee Media
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- WORKSHOP 2b**  
A. Continuity ... The Secret of Success  
B. Continuity .... Our Jobs are Under Threat  
**Workshop leader and session moderator:** Iolanda Prys  
**Chief Agitator C.R.A.P.** (Campaign for the Rights of Announcers in Presentation): Liz Scourfield Roberts,  
**Producer:** Lilian Llewelyn
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- WORKSHOP 2c**  
Making a career out of promotion  
**Speaker:** James Booth (RTE) including specially recorded interviews with Les Perkins, award winning DVD Producer, Jim Sheridan, 6 time Oscar nominated Director/Writer, Jonathan Baker, former Marketing Manager, Sony Pictures, Tony Baxter, Senior vice President: Walt Disney Imagineering and Martin Lambie-Nairn, world leading TV design and branding expert
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- 12:45 – 13:00 **TREND SPOTTING**  
How tomorrow's fashion is discovered today  
**Speaker:** Herman Konings, [www.nxt.be](http://www.nxt.be)
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- 13:00 – 14:45 *Lunch*
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- 14:45 – 15:45 **CREATIVE WRITING**  
**Speaker:** Terry Yeton, yettoncreative
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- 15:45 – 16:45 **BRANDING II: NEWS**  
NRK, TV2 Newschannel, VRT News  
**Speaker:**  
Michael Dyrby, TV 2  
Arne Helsingen, NRK  
Yves Podevyn, VRT
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- 16:45 – 17:30 **EYE CANDY**  
A showcase of inspirational Promotions and Branding work from Europe and beyond.  
**Speaker:** Donna Byrne, RTE
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- 17:30 – 18:00 **AWARD CEREMONY**  
INAP Award 2008  
**Speaker:** Alex Hefter, SF and Alan James, BBC
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- 18:00 *Reception*