



EBUconnect



Day 1: 22 April 2010

- 09:00 – 09:10 **OPENING**
Speaker: Donna Byrne (RTÉ), EBUconnect Chairwoman 2010
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- 09:10 – 10:00 **KEYNOTE: FROM PYRAMIDS TO PANCAKES**
Engaging with the Future Differently
Speaker: Josephine Green, Senior Director of Trends and Strategy at Philips Design
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- 10:00 – 11:00 **PROMOTING THE WINTER OLYMPICS**
Comparing campaigns for Vancouver 2010
ZDF, BBC, NRK, TVP
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- 11:00 – 11:30 *Coffee Break*
- 11:30 – 13:00 **WORKSHOP 1a**
Sports Promotion
Speakers: Keith Woodmass (Sport 1, NL)
Moderator: Jim Booth (RTÉ)
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- WORKSHOP 1b**
Audio Design
Speaker: Karl Weege
Moderator: NN
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- 13:00 – 14:15 *Lunch*
- 14:15 – 15:00 **DEVELOPING A MASTERBRAND**
How to make the audience appreciate and love us: Thirty years of masterbrand activity from the BBC
Speaker: Alan James
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- 15:00 – 16:30 *Coffee Break*
- 15:30 – 16:15 **PUT TE PROMO ON THE COUCH**
Using Insights from Neuropsychology for On-Air Promos
Speaker: Johannes Schneider, decode
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- 16:15 – 18:00 **EBUconnect AWARDS**
The conference participants vote for their preferred pieces
a) Best Sports Promo
b) Best Documentary, News or Current Affairs Promo
c) Best Comedy, Reality or Entertainment Promo
d) Movie or Drama Promo
e) Best Event Campaign
f) Best Over-All promo of the Year: "Your best Shot"
g) Best New Channel Branding
Coordinator: Thomas Gloor (SF TV)
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- 20:00 *Dinner: tbd*

Day 2: 23 April 2010

09:30 – 09:45 **OPENING:**
Speaker: tbc

09:45 – 10:30 **LOW COST HIGH QUALITY RE-BRANDS**
Some of the most amazing and innovative re-brands from EBU-Members
Speakers: Jim Booth (RTÉ), Tino Windisch (ZDFneo), Henrik Sand (TV2), Teresa Guitart (TV3)

10:30 – 11:15 **HOW TO MAKE SOMETHING OUT OF NOTHING**
No footage? The perfect opportunity to go the extra creative mile (way?!)
Speakers: Tino Windisch (ZDF), Federica Pitascio (RAI)

11:15 – 11:45 *Coffee Break*

11:45 – 13:00 **WORKSHOP 2a**
Creative Writing
Speaker: Charlie Mawer (Red Bee Media)
Moderator: Donna Byrne

WORKSHOP 2b
Media planning – How to make your promotional resource work harder for you
Speaker: Simon Hawkes (BBC)
Moderator: Alan James

13:00 – 14:00 *Lunch*

14:00 – 15:00 **MULTIPLATFORM AND CROSSMEDIA PROMOTION**
Engaging Audiences in Multiplatform offers (BBC)
Let's start a fan club (SVT)
Speaker: Magnus Telander (SVT), Kate Osborne (BBC)

15:00 – 15:45 **20 WAYS TO MAKE GOOD ADS**
Great examples from the commercial industry that can inspire TV promos
Speaker: Peter Claes (NN)

15:45 – 16:15 **VIDEO ART**
Creative inspiration from visual extremes, trends and ultimate graphics from around the world
Speaker: Henri L'Hostis (ARTE), Paul Ouazan (ARTE France)

16:15 – 16:30 *Coffee Break*

16:30 – 16:40 **AWARD CEREMONY**
EBUconnect Awards 2010
Moderators: Thomas Gloor and Donna Byrne

16:40 – 16:45 **CLOSING**
Moderators: Donna Byrne, Chairwoman EBUconnect 2010

16:45 *Reception*