



Eurovision Entertainment Experts



This meeting gather editors, executives and producers in entertainment, heads of format development and those working in programme planning, sales and acquisition, and music producers and executives. This year we will invite an international star in the field of entertainment program making to share his/her experience with us and to give us a glance on what we can expect in the future.

The entertainment experts are invited to join the Eurovision Creative Forum on the 22nd of April in the Verkehrshaus.

23 April 2010

10:00 – 10:15 **WELCOME AND INTRODUCTION**

Aleksandar Kostadinov, HRT, Croatia
Bettina Brinkmann, Head of Formats and Special Events Unit, Eurovision TV

10:15 – 11:45 **LECTURE: “THE FUTURE OF ENTERTAINMENT, PRESENTED BY AN INTERNATIONAL ENTERTAINMENT GURU” (NAME TBC), FOLLOWED BY A DISCUSSION**

Moderator:

Phil Parsons (BBC, UK) & Bettina Brinkmann (Eurovision TV)

11:45 – 12:00 *Coffee break*

12:00 – 13:00 **CASE STUDY: “PROGRAMMING HABITS AND ENTERTAINMENT TRENDS IN DIFFERENT COUNTRIES”**

13:00 – 14:00 *Lunch*

14:00 – 15:00 **ROUND TABLE: “ENTERTAINMENT SUCCESS STORIES”**

Biggest entertainment shows and success stories in European countries, participants are invited to share and exchange first-hand experience.

15:00 – 16:00 **PROJECT PRESENTATIONS:**

1. **The Beatles:** a programme package with magazines and live event specially developed by the EBU and its Members for Members to celebrate the 50th anniversary of one of the biggest music bands in the world
2. **Lord of the Mountains:** The long awaited re-vamp of one of the oldest EBU formats, “Jeux Sans Frontiers”, in collaboration with Channel One, in a very special venue.

16:00 – 16:15 *Coffee Break*

16:15 – 17:00 **PROJECT PRESENTATIONS:**

3. **“Serious Request”**

17:00 – 17:30 **END OF THE MEETING**