

Eurovision Formats Workshop



The Eurovision Formats meeting is for heads of format development and those working in programme planning, sales and acquisition. It offers an opportunity for international experts to share their knowledge about new programme trends and development techniques.

5 May 2008

20:30 *Opening Dinner as guests of Eurovision TV at the Seehotel Hermitage, Seeburgstrasse 72, 6006 Luzern*

6 May 2008

09:00 – 09:15 **OPENING**
Markus Sterky, SVT, Sweden - Chairman Formats Core Group

09:15 – 10:15 **FORMAT WORKSHOPS**
Presentation of Developed Formats for Discussion and Exchange

FORMAT 1 - Music
THE MAGIC FLUTE

Speaker: Thomas Beck, SF, Switzerland

10:15 – 11:15 **FORMAT 2 - Religion/Music**
PSALM TOP 10

Speakers: Maria Jämtelid, Gunnar Hofverberg, SVT, Sweden

11:15 – 11:30 *Coffee Break*

11:30 – 12:30 **FORMAT 3 - Science**
WHAT WOULD EINSTEIN DO

Speaker: Jan van Holsteyn, Teleac/NOT, Netherlands

12:30 – 14:00 *Lunch*

14:00 – 15:00 **CASE STUDIES**
How to make a format from a programme

CASE STUDY 1

Speaker: Kate Phillips, Head of Entertainment Development, BBC, UK

15:00 – 16:00 **CASE STUDY 2**
Buying formats and selling success

Speaker: Chris Bonney, Managing Director, Outright Distribution, UK

16:00 – 16:30 *Coffee Break*

16:30 – 17:30 **CASE STUDY 3**
What makes a format a format

Speakers: Sarah Coursey, Head of Formats & Acquisitions, Zodiac International, Sweden
Saku Tuominen, Zodiac Group, Finland

17:30 – 17:45 **CLOSING**
Bettina Brinkmann, Eurovision TV, Head of Formats and Special events

18:30 *Open Invitation to Rose D'Or Awards Ceremony and Welcome Cocktail*