



## AGENDA

### Day 1 - Tuesday 3 November

08:30 - 09:00 **Registration & Coffee**

**EBU Members Only**

09:00 - 09:05 **Chairman's opening remark**

Speaker: ▶ Marcus Tepper – ARD Sports Coordinator German Radio, DEARD/WDR

09:05 – 09:15 **Official Welcome**

Speaker: ▶ Graham Dixon – Head of Radio, Media Dpt, EBU

09:15 - 09:30 **News from the EBU**

Speakers: ▶ Jean-Philip De Tender – Media Director, Media Dpt, EBU  
▶ Stefan Kuerten – Sports Rights & Business Director, EBU

09:30 - 10:30 **News from Members**

10:30 - 10:45 **Coffee Break**

10:45 - 11:15 **Sport Group Elections**

11:15 – 12:00 **EURORADIO Sport Strategy Workshop report**

Speaker: ▶ Christophe Pasquier – Senior Sport Producer, EBU

12:00 - 13:00 **Lunch**



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13:00 - 17:00 **Social Radio Apps & best practices Workshop**  
*This session will be moderated by Justin Kings, Eurovision Academy*

*7 blocks to fulfil the following objectives:*

- *Bond with your audience*
- *Provide a richer experience (emotions, information, discussions)*
- *Increase market share throughout generations*

**USE YOUR STARS - GIVE THE FANS A VOICE - CREATE AN EMOTIONAL EXPERIENCE – CELEBRATE - SHARE YOUR KNOWLEDGE – EXPERIMENT - BE LIVE WHEN SPORT IS LIVE**

Speakers:

- ▶ Alex Trickett – Head of Sport, Twitter UK
- ▶ Nick Garnett - Radio 5 live Reporter, BBC
- ▶ Morten Hausborg – Sport Reporter, DR
- ▶ Joan Casas - Chief Executive Officer, uWhisp

*7 Breakout groups each exploring one key element discussed in the session.*

*Each group will work with one tool (Instagram, Vine, Twitter, Facebook, Periscope, Snapchat & uWhisp) to build a presentation that reflects the elements discussed in the session and based around the UEFA Euro2016.*

*A leader will be assigned to each group.*

*The leader should be confident with the tools required to produce a post which will be shown to the room.*



## AGENDA

### Day 2 – Wednesday 4 November

09:00 - 10:00 **UEFA Relationships**

*This session assesses the Euro2016 radio rights situation and production items*

Speakers:

- ▶ Bernard Ross – Head of TV Production, UEFA Events
- ▶ Alexandra Soares – Broadcaster Servicing Manager, UEFA Events

10:00 - 11:00 **Olympics Matters**

*The 2016 Rio Games are coming soon but what about 2018-24?*

Speaker:

- ▶ Wyre Davies - Brazil correspondent, BBC (via Skype) **TBC**

11:00 - 11:15 **Coffee Break**

11:15 – 12:15 **Volleyball & Handball**

*Why European Championships remain crucial events for our community?*

Speaker:

- ▶ JJ Rowland – Head of Media & Communications, EHF

12:15 - 12:45 **Update on-site & network services and Chairman's closing remarks**

Speaker:

- ▶ Franck Choquard – Head of CSM Unit, EBU

12:45 - 14:00 **Lunch and End of Conference**