

# EBU

OPERATING EUROVISION AND EURORADIO

# THE BIG DIGITAL MEET-UP 2024

3-4 OCTOBER, TURIN, ITALY

## 2 OCTOBER, WEDNESDAY

### 19:00 WELCOME DRINKS

Join us for a meet-and-greet to get to know your peers over drinks.

## DAY 1 - 3 OCTOBER, THURSDAY

8:30 Arrival, Accreditation & Coffee

### 9:00 WELCOME & INTRODUCTIONS

#### 9:40 NAVIGATING THE BRAVE NEW WORLD OF MEDIA

We start with the bigger picture on the future of society & media and the needs of audiences and how PSM plays a role in the new platform world. Don't miss our eye-opening keynote on scenarios for the future: what is going on in the media world and where do we see PSM in this future world?

#### 11:15 CROSSROAD – CONVERGENCE OF GEN AI, CREATIVITY & BROADCASTING

We take a look at the 'new' world. Fueled by AI, data and a lot of innovation, we will explore the convergence of gen. AI, creativity and broadcasting. How is the new brave world reshaping content creation, distribution and consumption of media? Allow yourself to open up your eyes, be intrigued and translate what's possible to your world.

12:30 Lunch

#### 14:00 SOCIAL MEDIA – BEYOND STOCKHOLM SYNDROME?

If we want to connect, we need to go where the audience is. After 20 years PSM seem to suffer from a Stockholm syndrome. We know we have to leave to take control, but what if we leave and our audience doesn't follow?

15:30 Coffee Break

#### 16:00 PSM PLATFORMS IN A POST-APP ERA

How can we make sure our Own platforms are findable and prominent in a platform world? And looking forward, what is 'findable' in a world that is going beyond apps and is including more and more connected devices like Apple Vision Pro, Oculus Rift and the like. What is broadcasting in a platform world?

#### BREAKOUT SESSION: 14:00 INTERNAL DISRUPTION ENGINE: WHY RULES ARE MADE TO BE BROKEN

In the fast-evolving digital landscape, innovation often requires challenging the norm. This session explores how 'tactical disruption' is sometimes needed to drive change, challenge culture, and open minds. Join our unique 'fishbowl' conversation, where everyone can step into the centre, share experiences, and reveal their disruptor tactics. Be prepared for a candid discussion that aims to inspire and empower everyone to become internal disruptors themselves.

#### BREAKOUT SESSION: 16:00 ENGAGING YOUNG AUDIENCES ON FUTURE PLATFORMS

End of Big Digital Meet-Up Day 1

19:00 SOCIAL EVENT

## DAY 2 - 4 OCTOBER, FRIDAY

8:30 Arrival & Coffee

### 9:00 THE OTHER WAY IN – BUILDING RELATIONSHIPS IN A DIGITAL WORLD

It's a brave new world. How do we build relationships in the new platform world? Relationships are about listening and understanding your audience. They are also about who can tell you the story. Who's sending it? Digital gives us the real opportunity to interact and build diverse or more personalized relationships. How can we leverage this?

### 11:30 THE OTHER WAY IN – SHOWCASING MEMBER BEST PRACTICES

EBU Member are finding the other way in! In this session we showcase some of our members best practices in building relationship with the audience and delivering value.

12:30 Lunch

### 14:00 STRATEGIES IN A DIGITAL WORLD

Building relationships with the audience, inviting them to our content, has always been an important and key area in media. However, marketing and branding have to adapt to the new reality of the digital and platform world. In a world full of content and contact points, how do you stand out as PSM? In making PSM content findable it is extremely important to guide our audience with strong campaign, branding and promotion.

#### BREAKOUT SESSION: 14:00 FUNDAMENTALLY, WHAT DO WE NEED TO BE AS THE FUTURE PEOPLE OF PSM?

Our discussion will move from the philosophical to the practical as we explore the implications of the transformation of the media industry by technology, AI, and changes in audience behavior. This transformation is impacting the people, skills and culture needed to excel in the digital world. Traditional job roles are changing, requiring PSM staff to be adaptable, multi-skilled, and flexible. How can we best deal with this shift, and what skills will be vital in the future? What is the role of digital in leading the front line in legacy organizations?

End of Big Digital Meet-Up 2024

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