

VISION2020

AN EBU PROJECT

TRENDS CONFERENCE PROGRAMME

Le Plaza Hotel, Boulevard Adolphe Max 118, Brussels

+32 2 278 01 00

PLENARY SESSION 1 — Salon Adolphe Max

- 09:00 Registration & coffee
- 09:30 Welcome by Ruurd Bierman, Vision2020 project manager
- 09:45 Introduction & check-in by Freedom Lab Moderator Jörgen van der Sloot
- 10:00 Gerd Leonhard: *Digital Disruptors: new services, smart solutions.*
- 10:15 Ben Hammersley: *The need and value of public service media for democracies in the digital age.*
- 10:30 Alan Moore: *How to transform and adapt to change in digital society.*
- 10:45 Reflective coffee: introduce yourself to a new face at the conference and exchange key impressions from morning session

BREAK OUT SESSION 1 — Salon Adolphe Max

- 11:00 World Café – three rounds to gather knowledge on indispensable Public Service Media
- 12:15 Lunch
- 13:15 Join us at Salon Adolphe Max to locate your room for the break out session

BREAK OUT SESSION 2 — Salon Adolphe Max, Versailles, Marie-Henriette, Elisabeth

- 13:30 Scenario-based reasoning: in small groups we build on future scenarios surrounding legitimacy, future audiences and our place in the media value chain
- 15:15 Short break

PLENARY SESSION 2 — Salon Adolphe Max

- 15:30 Cilla Benkö, DG Swedish Radio: *Transformation, this is how you do it!*
- 15:45 Giving it back: Chairs of the Vision2020 Experts Groups present their observations
- 16:00 Check-out & goodbye – Ruurd Bierman wraps up & presents his findings from the day
- 16:15 Close