


Overview Seminar 1

Media Environment / Marketing

Media Management Distance Learning Programme

(Seminar Date: 18 to 22 April 2009)

	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
0800 - 0845		TV Online Platforms Strategy, Impacts, Market Significance Tom Koch Vice-President PBS Distribution	Content Management Formats for New Media Environments Stefano Semeria Entertainment Masterclass	Market Research Developments of major European Media Domains/Relevance of Survey Data for the Audiovisual Sector Alexandre Callay, Amandine Cassi Mediametrie/EURODATA	Internal/Programme Team VLE, BU Athens Access, Administrative Issues and Election Student Representative Programme Director
0845 - 0930					
1000 - 1045		Distribution Distribution Systems and New Media Opportunities Bart Becks, co-founder eburones.com and glechar ex CEO Skynet and BelgacomTV SVP ProSiebenSat.1 and Netlog	ACADEMIC PROVIDER "MEDIA ENVIRONMENT"	ACADEMIC PROVIDER "MARKETING"	Beyond the Information Age What will the Legacy be? Impacts of Media on European Culture and Society Franz Grabner, ORF
1045 - 1130					
BREAK					
1300 - 1345	Welcome and Introduction Director & Programme Team	Distribution Distribution Contracting and Marketing Operations Véronique Segard Global Media Consult	ACADEMIC PROVIDER "MEDIA ENVIRONMENT"	ACADEMIC PROVIDER "MARKETING"	Afternoon Lounge (Optional) - wrap up - networking - Q&A
1345 - 1430	Why Media Management ? How Media Convergence is reinventing the Business Gerd Leonhard Author and Media Futurist		<ul style="list-style-type: none"> • FOUNDATIONS OF MEDIA ECONOMICS • MARKET AND AUDIENCE SEGMENTATION • MULTIPLE PLATFORMS/STRATEGY OPTIONS • MANAGEMENT CONCEPTS IN MEDIA SECTORS 	<ul style="list-style-type: none"> • MARKETING FOUNDATIONS • MARKETING CONCEPTS • MEDIA AGENCIES • MEDIA PLANING AND MARKETING MIX • MEDIA BUSINESS CASES 	
1445 - 1530	PANEL DISCUSSION The Content and Entertainment Paradigm of Tomorrow Bjørn Erichsen, European Broadcasting Union Dr. Patrick Hörl, CEO Authentic Gerd Leonhard, Author and Media Futurist Ed Hersh, CEO StoryCentric	Commercial Broadcasting European Commercial Television in tomorrow's Digital Media Economy Challenges and Trends Christopher Dziadul Broadband TV News	<ul style="list-style-type: none"> • TRANSITION TO DISTANCE LEARNING 	<ul style="list-style-type: none"> • TRANSITION TO DISTANCE LEARNING 	
1530 - 1615			Prof. Dr. Claudia Loebbecke Department of Business, Media and Technology Management	Dr. Michael Paul Chair for Marketing and Media Research (Faculty of Media)	
1630 - 1715	Panel Moderation by Peter Weil (formerly BBC/Discovery Network)	Marketing & Market Research Audiences and Marketshares in Television and other Media Sectors, long term Audience Reach and Profiling Jan Callebaut Author and Founder Censydiam	University of Cologne	Bauhaus University of Weimar	
1715 - 1800					*Please note that some topics enlisted in this overview may become subject to change
BREAK					
1900 - 1945	Public Service Broadcasting European Public Service Television & Media in the Multiple Platform Era Bjørn Erichsen, European Broadcasting Union	Content Generation Content 360: How to create Multi- platform Strategies for your Content Ed Hersh, CEO StoryCentric	Marketing & Branding Role and Organisation of Marketing Agencies: Beyond Advertising The Power of Brand Communication Frank Vogel Head of Strategic Planning Ogilvy & Mather	In collaboration with BU Bournemouth University	
1945 - 2030					
ADDITIONAL EVENTS	GET TOGETHER				