


Overview Seminar 2

Media Law and Regulation / Leadership and Creativity

Media Management Distance Learning Programme

(Seminar Date: 15 to 19 August 2009)

	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
0800 - 0845		Cable, TelCo's and Satellite Providers Access to competitive Markets and how regulation affects the business models of major platforms Eric van Heesvelde, IBPT Belgium	European Regulatory Directives The European "Audiovisual Media Services Directive" and its impacts on Media Economy Ruth Hieronymi former MEP (Culture Committee)	THE MEDIA SCHOOL BOURNEMOUTH UNIVERSITY "Leadership & Creativity" Introduction	Content Acquisition I Business Concepts/legal issues of acquiring and selling TV Formats and other media products Tom Koch Vice-President PBS Distribution
0845 - 0930					
1000 - 1045		THE MEDIA SCHOOL BOURNEMOUTH UNIVERSITY "Media Law & Regulation"	What do we mean by Leadership? 4 Frames for Leadership Practice Values/Ethics in Leadership Individual Vision Doug McNamara, President Banff Executive Leadership Inc.	Peter Bloore Senior Lecturer for Media Business, Leadership and Management, & Film business strategy	Content Acquisition II Business Concepts/legal issues of acquiring and selling TV Formats and other media products Mathieu Bèjot, Executive Director TV France International (t.b.c.)
1045 - 1130					
BREAK					
1300 - 1345	Welcome and Introduction Director & Programme Team	THE MEDIA SCHOOL BOURNEMOUTH UNIVERSITY "Media Law & Regulation" • REGULATION IN A CHANGED BROADCASTING ENVIRONMENT • BROADCASTING POLICIES • INTELLECTUAL PROPERTY PROTECTION • BUSINESS CASE STUDY	Defining Success - Strategic Leadership in Top & Middle Layers of Organizations Strategic Leadership Systems/ Vision/Uniqueness and Positioning Doug McNamara, President Banff Executive Leadership Inc.	THE MEDIA SCHOOL BOURNEMOUTH UNIVERSITY "Leadership & Creativity" • LEADING AND MOTIVATING CREATIVE PEOPLE AND CREATIVE TEAMS • LEADERSHIP, ORGANISATION CULTURE & STRUCTURE IN MEDIA ORGANISATIONS • MANAGING FOR CREATIVITY: CREATING THE CORPORATE ENVIRONMENT FOR CREATIVITY AND INNOVATION • TRANSITION TO DISTANCE LEARNING	Afternoon Lounge (Optional) - wrap up - networking - Q&A
1345 - 1430	Green Zones for Media Business Media Law and Regulation: Current Achievements, Debates and Goals for a European Media Economy Alexander Scheuer Managing Director, Institute of European Media Law		Lead to Innovate Innovation Activities/Practice and Feedback/Unleashing the Potential Doug McNamara, President Banff Executive Leadership Inc.		
1445 - 1530	Media and Law I Legal Framework for Film and Television Production Dr. Marc D. Cole Faculté de Droit, Université du Luxembourg	• TRANSITION TO DISTANCE LEARNING Edgar Forbes Senior Lecturer in Media Law and Intellectual Property Programme Leader MBA at BU	Empowerment vs. Delegation vs. Directing What do we mean & how do we do it? When to Empower, Delegate/Role Play Doug McNamara, President Banff Executive Leadership Inc.		
1530 - 1615					
1630 - 1715					
1715 - 1800	Slot at Disposal of Programme Team				<small>*Please note that some topics enlisted in this overview may become subject to change</small>
BREAK					
1900 - 1945	Media and Law II Legal Framework for Film and Television Production Sarah Tuckman Solicitor (Entertainment Law International)	Regulation & Commercial TV How regulatory issues affect Commercial Television Business Heiko Zysk Deputy Director Media Policy ProSiebenSat.1 Media AG	Performance Management – Linking Vision to Results Performance Measurement Accountability vs. Responsibility Creating Accountability structures Doug McNamara, President Banff Executive Leadership Inc.	In collaboration with BU Bournemouth University	
1945 - 2030					
ADDITIONAL EVENTS					