

Overview Seminar 4

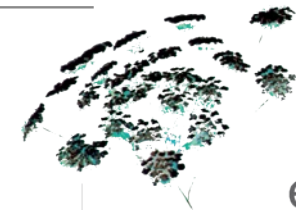
Corporate Strategy / Innovation and Change

Media Management Distance Learning Programme

(Seminar Date: 27 February to 3 March 2010)

	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
0800 - 0845		Media Management I Managing Creativity, Budgets and Timeframes in Media Companies	Strategy and Innovation Novel Ideas and Strategic Planning from the Perspective of European Commercial Broadcasters	Media Management II Strategic and Operational Challenges for Management in Broadcasting and Media	Innovative Media Business Social Media / Personal Branding / Career Building and the Future of the Entertainment Industry
0845 - 0930		Tony Mary IP Globalnet, fy. CEO at Belgian Public Broadcaster VRT	Ross Biggam Director General, Association of Commercial Television in Europe	Zoltan Vardy CEO TV2 (P7S1 Group)	Gerd Leonhard Author and Media Futurist
1000 - 1045		ACADEMIC PROVIDER "CORPORATE STRATEGY"	Strategy Guide for Producers Strategic Implications in Planning and Decisionmaking for Independent Film Production Companies	ACADEMIC PROVIDER "INNOVATION & CHANGE"	Outlook and Farewell Clarifying Final Questions / Open Issues
1045 - 1130			Thomas Mai Founder Festival Darlings		Outlook on further procedures in Distance Learning Phase / Award / Feedback Talks Programme Team
BREAK					
1300 - 1345	Welcome and Introduction Director & Programme Team	ACADEMIC PROVIDER "CORPORATE STRATEGY"	Unit 5 'Diploma Project' Negotiate Topics and Outlines for Diploma Project / Alternative Proposals / Way ahead / Study Time at Disposal of Participants / Feedback Talks with PL	ACADEMIC PROVIDER "INNOVATION & CHANGE"	Afternoon Lounge (Optional) - wrap up - networking - Q&A
1345 - 1430	Corporate Strategy "Analyse, Plan, Decide and Control" Media Operations and Management Responsibility Pat Loughrey Formerly Director Nations & Regions British Broadcasting Service (BBC)	• NORMATIVE, OPERATIVE AND STRATEGIC MANAGEMENT OBJECTIVES • CORPORATE GOVERNANCE	Innovation in Broadcasting & Media I Introduction of Novel Ideas and Organizational Change in the Broadcasting and Media Industry Jennifer Mival Granada Media / ITV Studios Company / formerly with ProSiebenSat.1 & Fremantle	• ORGANIZATIONAL CHANGE AND ENTREPRENEURSHIP • THE ARCHITECTURE OF INNOVATION • KEY FACTORS AFFECTING CHANGE	
1445 - 1530	Linking Innovation & Strategy What is meant by Strategy and Innovation in the World of Business? How are Companies organizing to innovate? Christopher Traggio Owner Breakaway Solutions	• MANAGEMENT IN MEDIA ENVIRONMENTS • PLANNING AND DECISIONMAKING • MEDIA INDUSTRY STRATEGY • CASE STUDY	Innovation in Broadcasting & Media II Introduction of Novel Ideas and Organizational Change in the Broadcasting and Media Industry Jennifer Mival Granada Media / ITV Studios Company / formerly with ProSiebenSat.1 & Fremantle	MANAGEMENT IN MEDIA INDUSTRIES • ANALYSIS OF CURRENT AND ADOPTED BUSINESS MODELS • CASE STUDY	
1530 - 1615	fy. VP Consumer Operations, AT&T & VP Sales and Marketing, UPC	• TRANSITION TO DISTANCE LEARNING		• TRANSITION TO DISTANCE LEARNING	
1630 - 1715	Slot at Disposal of Programme Team (Programme Team)	Dr. John Oliver Head of International Development The Media School Bournemouth University		Dr. Frank Habann Faculty for Media Management Institute of Journalism University of Mainz	
1715 - 1800					*Please note that some topics enlisted in this overview may become subject to change
BREAK					
1900 - 1945	Talks and Debates (Optional) Occasion for extended discussions at the Discretion of Participants, external Visitors and Experts Programme Team	Slot at Disposal of Programme Team (Programme Team)			
1945 - 2030					
OPTIONAL EVENTS					

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