



PBI CONFERENCE

hosted by

Frederik Delaplace, CEO VRT & Jean-Paul Philippot, CEO RTBF

What: Public Broadcasters International Conference
Where: BRUSSELS
When: Sep 29 - Oct 1, 2021

PUBLIC SERVICE MEDIA: A CHOICE FOR DEMOCRACY

DAY 1 WEDNESDAY 29 September, PM

@ BRUSSELS CITY HALL

18:30

WELCOME RECEPTION

Philippe Close, Mayor of Brussels
David Jordan, Secretary General PBI
Frederik Delaplace, CEO VRT
Jean-Paul Philippot, CEO RTBF

DAY 2 THURSDAY 30 September

@ SQUARE BRUSSELS

9:00 - 9:25

Welcome

David Jordan, SG PBI

Session 1

PSM as a cornerstone of Democracy and the Rule of Law

9:30 -11:05

Speakers

Věra Jourová , EU Vice-President (live)

KEYNOTE Debora Kayembe, UK, Rectrix Edinburgh University (live)

Marcelo Träsel & Maria Esperidião, Brazil, Journalist organisation Abraj.org (pre-recorded)

James Poniewozik, US, New York Times, Media Journalist (TBC)

Rakoen Maertens, UK, University of Cambridge, Psychology (live)

Ece Temelkuran, CRO, Author, Journalist (live)

Fake News, populism and disinformation are a threat to our core activities: news and information casting. We have a look at how these core activities are embedded in international rights and human rights. We hear a testimonial from Brazil and look into the symbiosis of Donald Trump and Media: populism in (e)motion. What is fake news doing to common sense and facts and how can we counter this at best? Making good choices will create an immediate better now and a better community later.

11:05 - 11:35 COFFEE

Session 2 Empowering society

11:35 -13:10

Speakers:

Umbi Karauaihi-Upi, CCO NBC Namibia (live)
Taha Riani, Manager Inclusive Marketing Agency (live)
Aïssa Maïga, Actrice / Director (live/ TBC)
Safia Kessas, diversity & equality manager RTBF (live)

PANEL

An organisation with members in over 100 countries is inclusive and diverse by definition. We cooperate, initiate innovations and are part of a growing creative eco-system. We spread knowledge and empower our users to make informed societal decisions.

14:10-14:40

The Brussels' Declaration

Jean-Paul Philippot, CEO RTBF (live)
Patrick Penninckx, Council of Europe (live)

PANEL:

Anthony Bellanger, International Federation of Journalists (live)
Debora Kayembe (live)
Ece Temelkuran (live)
Marcelo Träsel & Maia Esperidião (online live)
Heaton Dyer (*)
Catherine Tait (*)
Annelies Beck (live)

If news and information are our core activities, the safety of journalists is of primordial concern. The conference will make an international call for the protection of journalists in **'The Declaration of Brussels'**.

Concept text: Heaton Dyer CBC/radio Canada, Laurence Brecx (RTBF) & Dimitri Verbrugge (VRT)

14:40 -16:00

Session 3
Coping with economic pressure

Speakers:

Kristian Porter, UK, PMA (live)

Federica Cherubini, UK, Reuters Institute (live)

Jan Bruyneel, BEL, KBC (live)

Patrick Ugueux, UK, Deloitte UK (live)

Sally-Ann Wilson, UK, PMA (live)

Economic uncertainty caused by new and disruptive platforms lures our audiences away. We need to collaborate and diversify to create reliable and sustainable financing for Public Service Media.

16:00 -16:30

CEO PANEL

30'

EOD

DAY 3 FRIDAY 1 October

@ **SQUARE**

9:00 -10:50

David Jordan

Peter Hinssen, Innovation (live/online)

Session 4
Innovation

Speakers

Rowan Conway, UCL Institute for Innovation Public Purpose (live)

Martin Kern, European Institute for innovation and Technology (live)

Peter Hinssen, Innovation (live/online)

Show case of relevant projects/startups

Panel

Q&A

In order to reach everyone, we use innovative technologies that have value outside our organisations. We reduce early risk investments for innovative

technologies and showcase inspiring international collaborations in innovation.

30' Coffee break 10:50 - 11:20

11:20 - 12:55

Session 5

Data as key public service asset'

Speakers:

Frederik Delaplace, BEL CEO VRT (live)

Jan Rabaey, US, ICT & DATA, Univ. Berkeley VS (online / prerecorded)

Emilie Nenquin / Samuel Profumo, Data Analyse VRT / RTBF (live)

Lê-Nguyên Hoang, SU, EFPL, Lausanne Data, AI and Social Media (live)

Alan Rusbridger, UK, Facebook & The Oversight Board (online live + Q&A)

To better understand our audiences we collect, process and analyse data. We explain the dangers and narrowing effects of social media (echo chamber), AI and algorithms. And how this leads to mistrust. We must strengthen the confidence of our audience through our precautions working with data and privacy. We offer help to broaden the vision of the world of our audiences. How can we through data-analysis and rules-based systems create an environment to counter fake news and the exponential spread of fictional narratives, whether it is the president of the US, a language bot or the legendary dog with a keyboard?

12:55 - 13:55 LUNCH

13:55 -14:10 Jean-Pascal Van Ypersele on Climate as an innovation driver.

Session 6

Keeping in touch with audiences

14:10 - 15:25

Speakers:

Xavier Huberland, BEL, CE media RTBF (live)

Sophia Smith-Galer, UK, Freelance Journalist / Tiktok / Twitter / BBC (live)

Esa Kukkonen, FIN, YLE infotainment (live)

NHK, Japan, TBC (recorded?)

How can we lead our audiences that seem to disperse over many new platforms, back to the original? We show 'masters of new media'. Through diversification, we can better aim our content. With talent, we guide users to our news sites. With influencers, we create interest in our services, programs and products. With games, we connect with the young.

15:25 - 16:00

PANEL

16:00

FINAL WORDS & HAND OVER

END of DAY

! Some speakers to be confirmed / All timings tentative /
info@pbibrussels2021.be