



# Public Broadcasters International 2008, Arles

October 8 -11

**3rd Announcement**



francetélévisions

# Conference Program

Wednesday October 8th 2008

Welcome Dinner

Thursday October 9th 2008

## Session 1: *What's new on the air ?*

Chair: Mikael Jungner (CEO YLE)

Virginia Mouseler (CEO The WIT)

Marcin Bochenek (Vice-President TVP)

Sylvia H. Feng (President PTS)

## Session 2 : *PSB positioning and legitimacy (the contents issue)*

Chair: Matteo Maggiore (Head of European and International Policy de la BBC)

Giovanni Gangemi (President Isicult)

Javier Pons Tubio (CEO RTVE)

Jean-Paul Philippot (CEO RTBF)

## Session 3 : Which framework for greater effectiveness

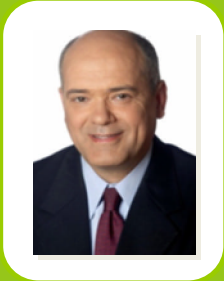
Chair: Dirk Wauters (President VRT)

Paolo Celot (General Secretary EAVI)

David Levy (Consultant)

Jeroen Verspeek (Senior Adviser Strategic Policy NPO)





#### Session 4 : New habits, new media : The example of the young viewers

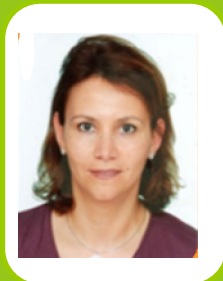
Chair: Toshiyuki Sato (CEO NHK)

Walter Detomasi

Phil Harding

**Gala dinner**

**Friday, October 10th**



#### Session 5 : Communication and brand strategy

Chair: Pui Ching Chu (Consultant CBA)

Amal Chafai (Marketing Director)

Lilian Llewelyn (Head of presentation  
S4C)

Gilles Marchand (CEO TSR)



#### Session 6 : View from the Bridge

Chair: Manuel Gonçalves (Vice Chairman &  
CEO)

Wim Van de Donk (NSC for Government  
policy WRR)

Sylvain Lafrance (Vice President Radio  
Canada)

Phumelele Ntombela-Nzimande (CEO  
SABC)



**Farewell Party**

## Excursions during Arles PBI 2008

### Thursday 9 October 2008:

For accompanying person only

**9am:** Discover the city of Arles and all of its History.

**2pm:** Discover the Region that surrounds Arles, the Alpilles , the Camargue and all of its beautiful fauna.

For All

### Friday October 10th 2008:

The end of the Afternoon will be dedicated to a guided tour through some of the most amazing museums, Réattu, the Van Gogh foundation, and the departmental museum of Arles will all be access free for the Delegates and their Family.

### Saturday October 11th 2008:

#### Option 1:

Spend the morning discovering Arles market, among the most celebrated in the Provence region. Enjoy the profusion of colours and Provencal fragrances, allow yourself to be tempted by the local fine foods and handicraft work. At the end of the morning, free visit of the Musée Réattu, at present “taken over” by fashion designer Christian Lacroix, with its original exhibition of some of his work and the work of contemporary artists.

#### Option 2:

**9am:** Meet up with guide and driver at Arles tourist office. Leave for the Alpilles mountain range and stop at Alphonse Daudet's Moulin (windmill) viewed from outside. Continue to olive grove, for a guided visit by the grower, followed by tasting olives, olive oil and related products. Leave for Baux de Provence for lunch. After the meal, free time to discover Baux de Provence briefly, before returning to Arles.

**3pm:** End of guided tour and bus excursion at Arles (This timetable allows for return buses scheduled to go to TGV Avignon railway station and Marseilles Province airport)