

Leading Innovation and Change in Film and TV

November 18-20, 2021, Berlin

PROGRAM SCHEDULE

Wednesday, 17. November _____ DAY OF ARRIVAL

19:00 ___ **Welcome reception and dinner at the hotel restaurant**

Thursday, 18. November _____ DAY ONE: ROADMAP TO CHANGE

9:00 ___ **Preparing for the journey ahead**

Welcome and Introductions

Dina Rubanovitš, Erich Pommer Institut

Andrea Olsson, Strategic Coach to Content & Tech Leaders

9:45 ___ **Where are we on the map?** (incl. coffee break)

We explore the innovation journey with examples from the media industry, look at different types of innovation and make an honest assessment of your business now.

Andrea Olsson

11:45 ___ **Where are you heading?**

We hone in what success looks like for you and your business.

Andrea Olsson

12:30 ___ **Lunch break**

13:30 ___ **Business case study I: Company innovation**

Hear from the founder of award-winning TV, Film and Digital Studio beActive Entertainment on organising for changing market conditions and capitalising on new opportunities.

Nuno Bernardo, beActive Entertainment

14:30 ___ **What's the terrain?** (incl. coffee break)

Gain a wider perspective on change affecting your industry and learn to anticipate rather than react to change. Consider how it will impact your business in the near to medium term future.

Andrea Olsson

16:20 ___ **Setting the compass**

Explore your unique value proposition in relation to new market opportunities.

Andrea Olsson

17:00 ___ **End of day reflection**

Andrea Olsson

17:30 ___ **End of day one**

19:00 ___ **Meeting in hotel lobby for joint walk to dinner at restaurant Stock und Stein**

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Friday, 19. November ____ DAY TWO: INNOVATE & ASSESS

9:00 ____ Exploring the entrepreneurial and agile mindset

What behaviours do we need to adapt to help our business thrive through change? And what do we need to learn and unlearn in order to support innovation?

Flavia Bleuel, TQ & HPI Academy

10:00 ____ Intro to Design Thinking

Understand the problem before you, solve it and leverage the power of diversity!

Flavia Bleuel, TQ & HPI Academy

11:00 ____ Coffee break

11:30 ____ Deep dive into audience and customer needs and agile ways of working

Experience Design Thinking - Team Work Part I.

Flavia Bleuel, TQ & HPI Academy

12:30 ____ Lunch break

14:00 ____ A clear destination

Experience Design Thinking - Team Work Part II.

Flavia Bleuel, TQ & HPI Academy

15:15 ____ Coffee break

15:45 ____ Incorporating Design Thinking in your own business

How to implement innovation tools to make strategic decisions and embed innovation in your day-to-day business. Exploring Strategic fields of opportunity, iteration and testing and the concept of minimum viable product.

Flavia Bleuel, TQ & HPI Academy

17:30 ____ End of day two

19:00 ____ Meeting in hotel lobby for joint walk to dinner at restaurant Friedrichs Wirtschaft

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Saturday, 20. November __DAY THREE: INFLUENCING & IMPLEMENTING INNOVATION & CHANGE

- 9:00 __ **The helicopter view** (incl. coffee break)
Business model innovation. Translate your vision into tangible ideas with the help of Lean Canvas.
Coached exercises.
Andrea Olsson, Strategic Coach to Content & Tech Leaders
- 11:20 __ **The road towards change and bringing people with you**
Making the case for and leading change; building momentum & sharing the vision. We explore change processes and what they can look like in a media organization.
Andrea Olsson
- 12:30 __ **Lunch break**
- 13:30 __ **Business case study II: Implementing change**
Ezra Eeman, Change Director at Mediahuis, offers a holistic framework for transformation through the lenses of content & audience, technology & data and organization & culture and a step-by-step approach to transformation with examples from his personal experience working with the EBU (European Broadcasting Union) members across Europe.
Ezra Eeman, Mediahuis
- 14:30 __ **Eyes on the road**
We look at approaches and tools to support day-to-day innovation and keeping track of progress.
Andrea Olsson
- 16:00 __ **A personal toolkit for change leaders**
Exploring habits and ideas to stay focused and resilient in the midst of change.
Andrea Olsson
- 17:00 __ **Wrap up & final reflection**
Andrea Olsson
- 17:15 __ **Final evaluations**
- 17:30 __ **End of the workshop**
- 19:00 __ **Meeting in hotel lobby for joint walk to farewell dinner at restaurant Sole**

Sunday, 21. November __DAY OF DEPARTURE