

DAMES EN HEREN,
MESDAMES ET MESSIEURS,

HARTELIJK DANK VOOR UW AANWEZIGHEID OP DEZE
VOORSTELLING VAN DE « EUROPEAN TELEVISION AND MEDIA
MANAGEMENT ACADEMY », HET EERSTE TRAININGSPROGRAMMA
IN EUROPA DAT ZICH VOLLEDIG TOESPITST OP DE
OPLEIDING VAN DE MANAGERS VOOR DE MEDIA VAN MORGEN.

ETMA IS EEN ONAFHANKELIJKE SCHOOL, DIE SAMENWERKT
INTERNATIONALE UNIVERSITEITEN EN
OPLEIDINGSINSTITUTEN MET DE BEDOELING OM EEN
PROGRAMMA AAN TE BIEDEN DAT PRECIËS BEANTWOORDT AAN
DE MANAGEMENT BEHOEFTE VAN DE MEDIA-INDUSTRIE VAN
VANDAAG.

NA VERLOOP VAN TIJD ZAL ETMA DRIE VERSCHILLENDE
SOORTEN TRAINING AANBIEDEN, WAARBIJ WE ONS ZOWEL
NAAR BEGINNERS IN DE MEDIA INDUSTRIE RICHTEN ALS
NAAR PROFESSIONELEN. DAAROVER LATER MEER IN DEZE
PRESENTATIE.

AVANT DE COMMENCER LA PRESENTATION JE TIENS A
REMERCIER MEDIANET VLAANDEREN ET TWIST QUI M'ONT
DONNE L'OPPORTUNITE D'ETRE AVEC VOUS AUJOURD'HUI
AFIN DE VOUS PRESENTER L'ECOLE ET SA MISSION, ET -
EN TOUT CAS JE L'ESPERE - DE NOUER DES LIENS ENTRE
L'ETMA, VOUS MEME ET LES ENTREPRISES QUE VOUS
REPRESENTEZ.

CAR UNE CHOSE EST CLAIRE : L'ETMA EST LA POUR
RENDRE SERVICE A L'INDUSTRIE DES MEDIAS, MAIS ETMA
NE PEUT PAS EXISTER SANS LE SOUTIEN DE CETTE MEME
INDUSTRIE.

D'ORES ET DEJA, NOUS NOUS FELICITONS D'AVOIR
ÉTABLI DES PARTENARIATS INTENSES AVEC PLUSIEURS
ACTEURS MAJEURS DU MONDE DES MEDIAS NUMERIQUES ET
J'AI L'HONNEUR DE VOUS PRESENTER AUJOURD'HUI QUATRE
PERSONNES DONT LE SOUTIEN A ETE TRES IMPORTANT POUR
LE DEVELOPPEMENT DE L'ETMA. ILS ONT ACCEPTE DE
TEMOIGNER SUR LE POURQUOI DE LEUR SOUTIEN ; DE
VOUS FAIRE PART DES RAISONS POUR LESQUELLES ILS
SONT CONVAINCUS QU'UNE INITIATIVE COMME L'ETMA EST

UN ELEMENT NECESSAIRE DANS LE DEVELOPEMENT DES
MEDIAS NUMERIQUES DE DEMAIN

HET IS ME DAN OOK EEN WAAR GENOEGEN U VOOR TE
STELLEN AAN ROSS BIGGAM, DIRECTEUR VAN DE
ASSOCIATION OF COMMERCIAL TELEVISIONS IN EUROPE,
AAN BART BOGAERT, BUSINESS DEVELOPMENT EXECUTIVE -
MEDIA & ENTERTAINMENT BIJ IBM EN TENSLOTTE AAN TONY
MARY, VOORMALIG AFGEVAARDIGD BESTUURDER VAN DE
VLAAMSE PUBLIEKE OMROEP, BEHEERDER VAN BEDRIJVEN EN
ONAFHANKELIJK STRATEGISCH EN MEDIA CONSULTANT.

REKENING HOUDEND MET HET GEMENGDE TAALKARAKTER VAN
DEZE VERGADERING HEB IK NAAR ALOUDE BELGISCHE
TRADITIE NAAR EEN COMPROMIS GEZOCHT, EN ZAL DE REST
VAN DE PRESENTATIE IN HET ENGELS WORDEN
VERDERGEZET.

VOORALEER VAN START TE GAAN MET DE VOORSTELLING VAN
ETMA VERLEEN IK GRAAG ALS EERSTE HET WOORD AAN TONY
MARY.

TOESPRAAK TONY

(SLIDE 3)

(SLIDE 4)

BEFORE I WILL ENTER INTO THE DETAILS ABOUT WHAT
EXACTLY ETMA STANDS FOR, IT MIGHT BE A GOOD IDEA TO
KICK OFF THE SESSION BY DEFINING WHAT IS OUR
DEFINITION OF « MEDIA MANAGEMENT. «

(SLIDE 5)

MEDIA MANAGEMENT DESCRIBES THE PROCESS OF
COORDINATING MEDIA-RELATED OPERATIONS (IN CONTEXT
OF CONTENT-GENERATION AND DELIVERY) REGARDING
RESOURCES (PEOPLE, SKILLS, TIME, BUDGET, TECHNOLOGY
AND INTANGIBLE ASSETS) AND STRATEGIC GOALS WITHIN A
SETTING OF DETERMINING PARAMETERS (MARKETS AND
AUDIENCES, REGULATORY AND LEGAL CONDITIONS).

ACCORDINGLY CONDUCTED MEDIA OPERATIONS USUALLY
INVOLVE A BUSINESS MODEL, WHICH ADDITIONALLY
CONSIDERS THE LINES OF BUSINESS AFFECTING THE MEDIA

PRODUCTS' VALUE CHAIN.

IN ADDITION, MEDIA MANAGEMENT RELATES TO PRINCIPAL THEORIES OF BUSINESS ADMINISTRATION AND ECONOMICS, STRONGLY INVOLVING MANAGERIAL SKILLS AS A KEY FACTOR OF ORGANISATIONAL PERFORMANCE.

THE POTENTIAL IMPACT OF MEDIA ON CULTURAL, POLITICAL AND SOCIAL DEVELOPMENT (EXTERNALITY VALUE OF MEDIA) IS ALSO SUBJECT TO MEDIA MANAGEMENT STUDIES.

AS YOU CAN SEE FOR YOURSELF IT'S QUITE A COMPLEX DEFINITION, WHICH IMMEDIATELY PROVES THAT MEDIA MANAGEMENT IS NOT A SIMPLE THING TO DO.

MANY WHO AIM FOR A CAREER IN THE WORLD OF MEDIA ARE ATTRACTED BY THE SEDUCING SOUND OF THE WORDS « MEDIA AND TELEVISION », BELIEVING THAT THE WORLD OF TELEVISION AND MEDIA IN GENERAL IS A WORLD OF GLAMOUR AND CONTINUOUS JOY, WHEREAS - JUST LOOK AT THE DIFFERENT LEVELS OF COMPETENCY THAT ARE NEEDED TO GIVE LEADERSHIP TO A MEDIA ORGANISATION - WHEREAS IT'S HARD WORK, WITH LOTS OF RESPONSIBILITIES LINKED TO IT.

(SLIDE 6)

MANY UNDERESTIMATE THE WORKLOAD THAT GOES WITH MEDIA MANAGEMENT AND THE COMPETENCES NEEDED TO EXECUTE THE JOB, AND HAVE A FALSE IDEA OF THE JOB CONTENT, WHICH ALAS QUITE OFTEN LEADS TO DISAPPOINTMENT, FRUSTRATION AND PEOPLE IN RESPONSIBLE POSITIONS QUITTING THEIR JOB AT THE WORST POSSIBLE MOMENT.

ON THE OTHER HAND, SOME CREATIVE PEOPLE WHO HAVE THE POTENTIAL TO BECOME EXCELLENT LEADING FIGURES ARE DETERRED BY THE TERM MANAGEMENT, BELIEVING THAT THEY'LL SPEND THEIR DAYS BEHIND A DESK, CRUNCHING NUMBERS AND READING DULL REPORTS.

A LEADING MANAGER OF A MEDIA COMPANY RECENTLY TOLD ME THAT THE BIGGEST PROBLEM HE WAS CONFRONTED WITH ACTUALLY WAS NOT TO COME UP WITH NEW BUSINESS

IDEAS, BUT TO FIND THE RIGHT PEOPLE TO IMPLEMENT THEM AND TO SUCCESSFULLY BRING THEM INTO PRACTICE. ALL TOO OFTEN HE WAS CONFRONTED WITH PEOPLE WHO CAME TO THE JOB WITH A WRONG CONCEPTION AND AFTER A WHILE STOPPED BEING GOOD LEADERS, IF THEY GOT TO THAT LEVEL AT ALL.

HIS ONLY SOLUTION WAS TO SCOUT PEOPLE ALREADY WORKING AT PRODUCTION COMPANIES THAT WERE SUPPLYING HIS COMPANY WITH PROGRAMMES, BUT

- A) BY DOING SO HE WAS WEAKENING THESE CONTENT CREATION COMPANIES AND THEREBY SHOOTING IN HIS OWN FOOT AND
- B) THERE WAS NO GUARANTEE THAT THESE PEOPLE WHO WERE DOING A GOOD JOB AT PRODUCTION EXECUTIVE LEVEL ALSO HAD THE QUALITIES TO DEVELOP INTO THE REAL VISIONARY LEADERSHIP FIGURES HE WAS CONSTANTLY LOOKING FOR.

IN MANY CASES, SO HE SAID, THESE PEOPLE WOULD FIND OUT THAT THE JOB WAS NOT WHAT THEY EXPECTED IT TO BE AND WOULD QUIT, LEAVING A BLACK HOLE IN THE ORGANISATIONAL STRUCTURE OF THE COMPANY OR - EVEN WORSE - STAYED IN THEIR POSITION BUT GAVE UP BEING INNOVATIVE.

IN TODAY'S COMPETITIVE MEDIA WORLD, THAT'S THE WORST THING THAT COULD HAPPEN TO A CREATIVE COMPANY AND IT'S BAD FOR THE MEDIA IN GENERAL.

THIS IS A REAL PITY BECAUSE AT ETMA WE BELIEVE THAT THE WORLD OF TELEVISION AND DIGITAL MEDIA IS IN THE MIDST OF AN UNPRECEDENTED REVOLUTION, OFFERING A HOST OF EMPLOYMENT AND DEVELOPMENT OPPORTUNITIES FOR THOSE WHO DARE AND ARE READY TO PUT SOME SWEAT IN IT.

SLIDE 7 = MISSION

FOR THE FIRST TIME SINCE THE RISE OF TELEVISION IN THE FIFTIES WE ARE IN A SITUATION ALLOWING INNOVATIVE PEOPLE TO CREATE SOMETHING BRAND-NEW AND EXCITING THAT WILL HAVE AN INFLUENCE ON THE WHOLE SOCIETY, FOR THE BETTER OR FOR THE WORSE.

THE IMPORTANCE OF IMAGES AND COMMUNICATION IN OUR SOCIETY CONTINUES TO GROW. IN SPITE OF THE CURRENT ECONOMICAL CRISIS, THE REACH OF THE MEDIA IS BECOMING INCREASINGLY GLOBAL AND MULTICULTURAL.

FOR MANY PEOPLE, THE WELTER OF IMAGES AND INFORMATION PROVIDED BY THE MEDIA SHAPE THEIR CONVICTIONS, INFLUENCE THEIR BEHAVIOUR AND INFORM THEIR WORLD-VIEW.

BUT WHILE THE WORLD OF DIGITAL MEDIA IS UNDOUBTEDLY A POWERFUL FORCE IN HUMAN PROGRESS, IT ALSO REQUIRES PRUDENT, WELL-TRAINED AND PROFESSIONAL MANAGEMENT.

ETMA'S GOAL IS TO PROVIDE THAT MANAGEMENT TRAINING.

THE RESULT OF OUR WORK SHOULD BE THAT INDUSTRY PROFESSIONALS CARRY OUT THEIR WORK IN A WAY THAT GIVES THEM PERSONAL SATISFACTION BUT EQUALLY CONTRIBUTES IN A MEASURABLE WAY TO THE CREATIVE AND ECONOMIC GROWTH OF THE COMPANIES AND THE DEPARTMENTS THEY ARE RESPONSIBLE FOR.

OUR GRADUATES WILL BE PEOPLE WHO ARE AWARE OF THEIR RESPONSIBILITIES, KNOWING THAT THEY WILL ACCOMPLISH THEIR AMBITIONS IN AN ENVIRONMENT THAT IS EXITING BUT ALSO EXTREMEY DEMANDING. AND THEY WILL FIND OUT BEFORE THEY ARE CONFRONTED WITH THE HARD REALITY, AVOIDING COSTLY DISAPPOINTMENT OR MALFUNCTIONING WHILE ALREADY ON THE JOB.

THEY WILL BE PEOPLE WITH STRONG POTENTIAL FOR WHOM RESPONSIBILITY, THE NEED FOR CHANGE AND THE IDEA OF CONSTANT DEVELOPMENT ARE WELCOME CHALLENGES, MORE THAN DANGEROUS RISKS.

THEY WILL BE MANAGERS WHO BOTH STIMULATE AND CREATE CONSTANT INNOVATION AND WHO WILL BE WELL EQUIPED TO MANAGE IT.

IN THIS WAY, MEDIA MANAGERS CAN CONTRIBUTE POSITIVELY AND SIGNIFICANTLY TO THE LASTING DEVELOPMENT OF THE CREATIVE MEDIA INDUSTRIES AND TO THE SUCCESS OF A KEY FACTOR OF OUR DEMOCRATIC SOCIETY.

ETMA IS STRONGLY COMMITTED TO THIS GOAL AND AIMS TO BECOME THE TOUCHSTONE FOR BEST PRACTICE IN THE WORLD OF INTERNATIONAL MEDIA MANAGEMENT.

SLIDE

TODAY ETMA IS ON THE VERGE OF LAUNCHING ITS FIRST TRAINING PROGRAMME, AND BEFORE I GO DEEPER INTO THE DETAILS ABOUT THE CONTENT OF THE PROGRAMME I THINK IT'S WISE TO GO A WHILE BACK IN TIME, AND OFFER YOU A BRIEF HISTORICAL OVERVIEW OF THE EVENTS THAT LEAD TO ETMA'S CREATION.

THE MAIN OBJECTIVE IS TO PROVE THAT ETMA IS NOT AN IDEA THAT DROPPED FROM THE SKY, JUST LIKE THAT, BUT THAT THE SCHOOL IS CREATED IN RESPOND TO THE DEMAND OF THE MEDIA INDUSTRY ITSELF.

THE IDEA TO CREATE A SCHOOL FOR MEDIA MANAGEMENT WAS BORN IN 2004 WHEN IN THE REGION ALSACE THE LOCAL POLITICAL AUTHORITIES DECIDED TO INVEST IN THE DEVELOPMENT OF TECHNOLOGIES FOR THE DIGITAL IMAGE AND ITS APPLICATIONS.

CLEARLY THIS WAS A SECTOR OF ACTIVITY THAT OFFERED LOTS OF OPPORTUNITIES FOR ECONOMICAL GROWTH. AN DEVELOPMENT AGENCY WAS CREATED, WHICH WAS NAMED ICONOVAL. ITS DIRECTOR, ALAIN TUBIANA, IDENTIFIED THREE STRATEGIC AXES :

SLIDE 9 ALAIN

- AUDIOVISUAL AND MULTIMEDIA
- MEDICAL IMAGING
- DIGITISATION OF HERITAGE (ARCHIVES)

FOR THOSE OF YOU WHO ARE INTERESTED IN ICONOVAL'S ACTIVITIES AND CONTACT DETAILS, THERE ARE SOME FLYERS AT YOUR DISPOSAL AT THE ENTRANCE OF THE THEATRE.

SLIDE 10

AMONGST THE DIFFERENT INITIATIVES THAT WERE DEVELOPED BY ICONOVAL THE IDEA EMERGED TO CREATE A SCHOOL THAT WOULD PREPARE PEOPLE TO PLAY A LEADING ROLE IN THE WORLD OF THE RAPIDLY DEVELOPING DIGITAL SCREEN MEDIA.

TWO MARKET STUDIES WERE CONDUCTED.

THE FIRST ONE WAS EXECUTED BY THE FRENCH CONSULTING AND RESEARCH AGENCY IDATE, WHO CONCENTRATED ON THE DEMANDS OF THE MARKET AND THE MARKET DEVELOPMENT AT THAT STAGE.

INTERVIEWS WERE CONDUCTED WITH MAJOR PLAYERS ON THE EUROPEAN MEDIA MARKET, WHO ALL CONFIRMED THE NEED FOR DEDICATED MEDIA MANAGEMENT TRAINING.

THE MAIN ELEMENTS THAT CAME FROM THAT SURVEY WERE AS FOLLOWS : **SLIDE 11**

1. THE TELEVISION AND MEDIA CONTENT AND DISTRIBUTION MARKET IS EXPANDING RAPIDLY
 - IN 2004 THERE WERE ABOUT 4000 TELEVISION CHANNELS IN EUROPE, TODAY THERE ARE MORE THAN 7000 AND THE NUMBER IS STILL GROWING. THE FINANCIAL CRISIS MIGHT SLOW DOWN THIS MOVEMENT, MIGHT EVEN ELIMINATE SOME, BUT THE GENERAL TENDENCY TO EXPAND WILL STAY UNTOUCHED.
2. THE TELEVISION AND MEDIA DISTRIBUTION MARKET IS BECOMING INCREASINGLY COMPLEX
 - JUST LOOK AT THE MULTIPLICATION OF CHANNEL FORMATS, THE INCREASING ARRAY OF DISTRIBUTION MEDIA, THE EXPANDING SOURCES OF FINANCING AND THE GROWING INFLUENCE OF NEW TECHNOLOGUES AND YOU'LL UNDERSTAND THAT TO BE ABLE TO DEAL WITH ALL THIS IN A PROFESSIONAL WAY ONE NEEDS TO BE WELL PREPARED.
3. THE TELEVISION AND MEDIA DISTRIBUTION MARKET IS IN CONSTANT CHANGE
 - WHAT WAS A TOY IN 2004 HAS BECOME HARD REALITY TODAY : MOBILE TV, IP-TV, VOD AND CATCH UP SERVICES, ANALOG TELEVISION

INCREASINGLY BEING REPLACED BY DIGITAL TELEVISION ... THESE ARE JUST A FEW EXAMPLES OF THE CHANGES THAT THE TRADITIONAL TELEVISION IS CONFRONTED WITH, AND THERE IS NO DOUBT THAT IN THE RESEARCH AND DEVELOPMENT DEPARTMENTS OF MAJOR COMPANIES NEW APPLICATIONS ARE BEING PREPARED THAT SOON ONCE AGAIN WILL CHANGE THE FACE OF THE MEDIA.

SLIDE 12

THE MAIN CONCLUSIONS OF THE IDATE SURVEY WERE THE FOLLOWING :

- BROADCASTERS AND MEDIA CONTENT CREATION AND DELIVERY COMPANIES OF ALL KINDS NEED SPECIALIZED AND WELL TRAINED MEDIA MANAGERS
- THESE MANAGERS HAVE TO BE PREPARED TO WORK AND FUNCTION WELL IN A WIDE VARIETY OF CONTENT CREATION AND DELIVERY COMPANIES THAT MIGHT HAVE LITTLE TO DO WITH THE TRADITIONAL MEDIA ENVIRONMENT. THEY WILL NEED TOOLS TO SUCCESSFULLY 'COLLABORATE WITH AND INTEGRATE' A WIDE VARIETY OF COMPANIES AND ORGANISATIONS.
- TODAY'S FILM SCHOOLS AND TRAINING PROGRAMMES ARE NOT SUFFICIENTLY ADAPTED TO ANSWER TO THESE DEMANDS. IN MOST CASES THEY CONCENTRATE ON THE ARTISTIC AND TECHNICAL SKILLS, MORE ON CINEMA THAN ON TELEVISION, WHEREAS MANAGERIAL SKILLS AND INTRODUCTION OF NEW TECHNOLOGIES AND THEIR USE IN SUSTAINABLE BUSINESS MODELS ARE SELDOM TAKEN INTO CONSIDERATION.

A STEERING COMMITTEE OF MEDIA PROFESSIONALS AND PERSONS WORKING IN THE EDUCATIONAL SYSTEM ANALYSED THESE RESULTS AND DEVELOPED THE BLUEPRINT OF THE SCHOOL TO BE.

THE OUTCOME WAS THAT A SCHOOL FOR MEDIA MANAGEMENT SHOULD CONCENTRATE ON THE FOLLOWING ISSUES :

SLIDE 13

- A) TRAIN TOMORROW'S MEDIA MANAGERS IN KEY AREAS OF COMPETENCE OF IN THE FIELD OF DIGITAL SCREEN MEDIA AND TO PREPARE THEM TO OFFER LEADERSHIP FOR THE VARIED LINES OF BUSINESS THAT WILL FINALLY AFFECT THE MEDIA PRODUCT'S VALUE CHAIN.
- B) THE NEW SCHOOL WILL HAVE TO TRAIN TOMORROW'S MEDIA MANAGERS TO SUCCESSFULLY RUN THE WIDE VARIETY OF CONTENT CREATION AND DELIVERY SYSTEMS THAT WILL BE AVAILABLE TO A DEMANDING AUDIENCE.
- C) TO INTRODUCE TOMORROW'S MEDIA MANAGERS TO THE DEMANDS AND OPPORTUNITIES OF WORKING IN AN INCREASINGLY INTERNATIONAL ENVIRONMENT
- D) AND FINALLY, TOMORROW'S MEDIA MANAGERS SHOULD BE WELL PREPARED TO IMPLEMENT NEW MEDIA TECHNOLOGY AND KNOW HOW TO INTEGRATE IT IN WELL FUNCTIONING BUSINESS MODELS.

SUPPORTED AND FINANCED BY THE LOCAL GOVERNMENTS IN THE ALSACE REGION, ICONOVAL SET OUT TO MAKE THIS DREAM A REALITY.

BEFORE TAKING FURTHER STEPS TOWARDS THE CREATION OF THE SCHOOL, WIDER INTERNATIONAL SUPPORT WAS SOUGHT, AND ONE OF THE FIRST PERSONS TO BE CONTACTED WAS THE DIRECTOR OF THE « ASSOCIATION OF COMMERCIAL BROADCASTERS IN EUROPE », MR. ROSS BIGGAM, TO WHOM THE INITIATIVE WAS PRESENTED IN AN EARLY STAGE.

AND MAYBE, ROSS, THIS IS THE RIGHT TIME TO BRIEFLY INTRODUCE ACT TO US, AND EXPLAIN WHY FROM THE VERY BEGINNING ONWARD ETMA COULD COUNT ON YOUR VERY ACTIVE SUPPORT.

SLIDE 14

SLIDE WITH NAME, FUNCTION AND PICTURE OF ROSS
BIGGAM
SLIDE 15

INTERVENTION ROSS : 10 MINUTES MAX

SLIDE 16 - BUILDING

THE NEXT STEP TOWARDS THE CREATION OF THE SCHOOL WAS TO LAUNCH A SECOND INTERNATIONAL MARKET SURVEY, THIS TIME CONDUCTED BY THE BRITISH CONSULTANCY FIRM SPI/OLSBERG, WHOSE TASK IT WAS TO DEFINE THE ACTUAL NEEDS OF THE MARKET AND TO REFLECT THOSE IN A PROPOSAL FOR THE SCHOOL'S CURRICULUM.

THE OUTCOME WAS THAT THE SCHOOL SHOULD CONCENTRATE ON THREE MAJOR AXES :

SLIDE SPI - 17

1. THE EDITORIAL ASPECT : FORMATS, COMMISSIONING, AUDIENCCE STUDIES, NEW INTERACTIVE CONTENTS, PRODUCTION...
2. COMMERCIAL AFFAIRS : FINANCING, ACCOUNTING, INTERNATIONAL CO-PRODUCTION AND DISTRIBUTION, RIGHTS AND CONTRACTS, STRATEGIC PLANNING
3. BROADCAST MANAGEMENT AND NEW TECHNOLOGIES ; TV CHANNEL MANAGEMENT, HUMAN RESOURCES, STRATEGIES, NEW PRODUCTS AND SERVICES...

IN 2006 THE SURVEY RESULTS CONVINCED THE FINANCIAL PARTNERS THAT THIS WAS A UNIQUE PROJECT AND THE GREEN LIGHT WAS GIVEN - AND FINANCING MADE AVAILABLE - FOR THE FURTHER DEVELOPMENT OF THE SCHOOL.

IN JUNE 2007 I WAS HIRED AS THE PROJECT MANAGER OF THE SCHOOL.

AFTER HAVING BEEN AN INDEPENDENT PRODUCER OF DOCUMENTARY FILMS FOR 18 YEARS, SPECIALISED IN EUROPEAN CO-PRODUCTIONS, AND AFTER A TWO YEAR STITCH AS PROGRAMME MANAGER AT VRT/CANVAS I DARE SAY THAT INDEED I WAS THE RIGHT MAN FOR THE JOB.

DON'T GET ME WRONG... I DON'T MEAN THAT MY TALENTS ARE SUCH THAT MY PROFILE FITTED PERFECTLY TO THE DEMANDS THAT CAME WITH THE JOB, BUT I PERSONNALLY EXPERIENCED HOW MUCH THE WORLD OF MEDIA HAS CHANGED IN JUST A FEW YEARS TIME AND HOW MUCH MORE COMPLICATED IT WAS BECOMING.

WHEN I WAS HIRED BY VRT I ARRIVED WITH AN ATTITUDE OF « WHO' S GOING TO TEACH MY ANYTHING HERE ? »,

AFTER ALL I HAD AN TRACK RECORD OF 18 YEARS OF INTERNATIONAL PRODUCTION BEHIND ME AND HAD BEEN SUCCESSFULLY MANAGING MY OWN COMPANY.

IT TOOK ME ABOUT TWO WEEKS TO UNDERSTAND THAT NOTHING WAS LIKE IT WAS BEFORE AND THAT THE WHOLE ORGANISATION, THE WHOLE INTERNATIONAL MEDIA ENVIRONMENT IN FACT, WAS UNDERGOING CHANGES AT AN UNPRECEDENTED SPEED. I NEEDED NEW COMPETENCIES, AND I NEEDED THEM FAST.

THAT IS WHY I WAS ABLE TO UNDERSTAND VERY WELL THE WORRIES THAT HUMAN RESOURCES MANAGERS AND CEO'S OF OUTSTANDING MEDIA COMPANIES WERE EXPRESSING ABOUT NOT BEING ABLE TO FIND SUFFICIENT COMPETENT PEOPLE ON THE MARKET WHO WOULD BE READY TO SUCCESSFULLY OFFER LEADERSHIP.

NOW, HOW DID THE SITUATION EVOLVE BETWEEN JUNE 2007 AND NOW ? WHAT IS ETMA TODAY AND WHAT CAN WE OFFER YOU ?

OUR MISSION IS CLEAR AND SIMPLE :

SLIDE 19

ETMA SETS OUT TO TRAIN THE MANAGERS OF TOMORROW IN KEY COMPETENCIES IN THE WORLD OF TELEVISION AND DIGITAL SCREEN MEDIA.

IT AIMS:

- A) TO PREPARE TOMORROW'S MANAGERS FOR THE ONGOING TRANSFORMATION OF OUR DISTRIBUTION SYSTEMS AND OF DIGITAL SCREEN MEDIA.
- B) TO INFORM THE MANAGERS OF TOMORROW OF THE WORK NEEDS AND PERSPECTIVES IN A DEMANDING INTERNATIONAL ENVIRONMENT.
- C) TO STUDY THE NEW MEDIA AND LEARN HOW TO INCORPORATE THEM INTO COMMERCIALY VIABLE MODELS.

- D) TO CONSIDER THE FULL DIVERSITY OF TV AND DIGITAL SCREEN MEDIA DISTRIBUTION CHANNELS THAT EXIST TODAY (AND ALSO THOSE THAT WILL EXIST TOMORROW) AND TO LEARN HOW TO MANAGE THEM.
- E) TO GIVE A TRULY INTERNATIONAL ORIENTATION TO THE FIELD OF STUDY THAT IS REFLECTED BOTH IN ITS TEACHING STAFF AS WELL AS IN ITS STUDENT POPULATION.
- F) TO ESTABLISH DIRECT RELATIONSHIPS WITH PROMINENT PLAYERS IN THE WORLD OF INDUSTRY AND DIGITAL SCREEN MEDIA.
- G) TO PROVIDE A SOLID HIGH-LEVEL TEACHING THAT COMBINES THE MOST USEFUL THEORETICAL KNOWLEDGE WITH A RIGOROUS TRAINING IN ESSENTIAL BUSINESS COMPETENCES.

SLIDE ETMA (20)

ETMA WILL PROVIDE A VERY HIGH LEVEL OF MANAGEMENT TRAINING FOR A GROUP OF TALENTED STUDENTS OF MANY NATIONALITIES. LOCATING THE SCHOOL IN STRASBOURG FURTHER UNDERLINES THE EUROPEAN AND UNIVERSAL SPIRIT THAT ETMA SEEKS TO PROJECT.

IN A MOTIVATING ENVIRONMENT ETMA WILL MAKE AVAILABLE TO THE STUDENTS THE TOOLS AND CONTACTS NECESSARY TO COMPLETE THEIR TRAINING IN THE BEST POSSIBLE CONDITIONS. ETMA WILL RECRUIT YOUNG GRADUATE TALENTS AS WELL AS MANAGERS WHO FEEL THE NEED TO REFRESH, UPDATE OR COMPLETE THEIR KNOWLEDGE.

ETMA WILL GIVE ITS STUDENTS UNIQUE ACCESS TO THE WORLD OF MEDIA INNOVATION : BY FORMING WORKING RELATIONSHIPS WITH THE BEST AMONG NEW DIGITAL SCREEN MEDIA INNOVATORS, BY ESTABLISHING STRONG LINKS WITH THE PIONEERS OF THE MEDIAS OF THE FUTURE AND BY ANALYSING THE MOST RECENT INNOVATIONS AND APPLICATIONS ON THE MARKET, .

BEFORE ENTERING THE SUBJECT OF ETMA'S DIFFERENT EDUCATIONAL PROGRAMMES, FIRST LET ME GIVE YOU SOME HARD FACTS ABOUT THE SCHOOL AND ITS GOVERNING STRUCTURE.

1. THE LEGAL STRUCTURE

ETMA IS A PRIVATE NON-PROFIT ASSOCIATION. IT IS OUR AIM TO CHANGE THE LEGAL STRUCTURE INTO A FOUNDATION, WHICH WILL ALLOW MAJOR PARTNERS OF THE MEDIA INDUSTRY TO BECOME MEMBERS AND HAVE A SAY IN THE RUNNING OF THE SCHOOL AND THEREBY HAVE A DIRECT INPUT AS FAR AS THE CURRICULUM IS CONCERNED.

SLIDE PREMISSES 22

2. ETMA IS BASED IN SCHILTIGHEIM, VERY NEAR TO STRASBOURG, WHERE WE HAVE OUR OWN FACILITIES, BOTH OFFICES AND CLASSROOMS. DURING THE ONSITE SESSIONS THE STUDENTS WILL HAVE 24/24 ACCESS TO THE CLASSROOMS AND WORK AREA.

SLIDE 23 - TEAM

3. THE ETMA TEAM CONSISTS OF 4 PEOPLE. DEPENDING ON THE DEVELOPMENT OF THE SCHOOL (AND THE GROWING NUMBER OF TRAINING PROGRAMMES) THE BUSINESS PLAN FORECASTS THIS NUMBER TO RISE TO 14 PERSONS OVER A FOUR YEAR PERIOD. ON THE SCREEN YOU CAN SEE THE PEOPLE WHO ARE IN CHARGE TODAY.

SLIDE 24 - ADVISORY BOARDS

4. AS DIRECTOR I AM ASSISTED BY 4 ADVISORY BOARDS, IN WHICH PROMINENT MEMBERS OF THE INTERNATIONAL MEDIA INDUSTRY ARE REPRESENTED. THEIR NAMES ARE ALSO TO BE FOUND IN THE INFORMATION PACKAGE THAT WILL BE AT OUR DISPOSAL WHEN YOU LEAVE THE THEATRE AT THE END OF THE PRESENTATION.

A. THE HONORARY BOARD - SLIDE 25

THIS BOARD IS COMPOSED OF MEMBERS WHO HAVE A REPUTATION FOR PLAYING A SIGNIFICANT ROLE IN TELEVISION AND DIGITAL SCREEN MEDIA. THEIR REPUTATIONS

BRING A GUARANTEE OF QUALITY AND A STRONGER LEGITIMACY TO THE SCHOOL

B. THE STRATEGIC COMMITTEE - SLIDE 26

THIS COMMITTEE IS MADE UP OF PEOPLE WHO OCCUPY EXECUTIVE POSITIONS IN DIGITAL SCREEN MEDIA ORGANISATIONS, OR THOSE WHO HAVE EXTENSIVE EXPERIENCE IN THE AREA OF MEDIA MANAGEMENT. THEY ADVISE THE SCHOOL DIRECTOR ON STRATEGIC MATTERS.

C. THE PERSPECTIVES COMMITTEE (SLIDE 27)

THE MEMBERS OCCUPY OPERATIONAL AND STRATEGIC POSITIONS IN TELEVISION AND DIGITAL MEDIA. THEY ADVISE ME ON MATTERS RELATING TO INNOVATION AND THE DEVELOPMENT OF THE SCHOOL. THANKS TO THEIR CONTRIBUTION, THE SCHOOL RESPONDS ALMOST INSTANTLY TO THE NEEDS OF THE DIGITAAL SCREEN MEDIA INDUSTRY.

D. THE PEDAGOGICAL COMMITTEE (SLIDE 28)

THE MEMBERS WORK IN TELEVISION, THE ELECTRONIC MEDIA AND IN AUDIOVISUAL EDUCATION. THEY ADVISE THE SCHOOL'S PEDAGOGICAL DIRECTOR ON MATTERS RELATING TO THE CURRICULUM. THEY PARTICIPATE IN STUDENT SELECTION AND ADVISE ON TEACHER RECRUITMENT. THEY PARTICIPATE IN THE CONTENT OF ETMA'S CURRICULUM AND WILL REGULARLY EVALUATE THE QUALITY OF THE COURSES AND THE TEACHERS' PERFORMANCE.

SLIDE 29

5. THE FINANCES

OVER THE LAST 4 YEARS OF DEVELOPMENT THE LOCAL AUTHORITIES IN STRASBOURG HAVE SUPPORTED THE SCHOOL WITH AN AMOUNT OF ABOUT 1.000.000 €

FOR THE FIRST THREE YEARS OF FUNCTIONING ANOTHER 1.200.000 € HAS BEEN AWARDED TO THE SCHOOL, BY THE SAME POLITICAL AUTHORITIES.

FOR ITS 2009 ACTION, ETMA RECEIVED A
190.000
€ SUPPORT BY THE EUROPEAN COMMISSION'S
MEDIA 2007 PLAN.

FROM 2012 ONWARD, HOWEVER, THE SCHOOL
WILL HAVE TO BE SELF SUPPORTING.

SLIDE 30 - BUILDING

NOW... WHAT'S IT ALL ABOUT? WHY DOES ETMA NEED TO
EXIST AND WHAT DOES IT OFFER TO THE PARTICIPANTS
AND TO THE MEDIA INDUSTRY?

THE STAKES ARE HIGH. POWERFUL INTERACTIVE DIGITAL
TECHNOLOGIES ARE CHALLENGING TRADITIONAL MEANS OF
DISTRIBUTING SCREEN CONTENT. RAPIDLY CONVERGING
MEDIA, COMBINED WITH FUNDAMENTAL CHANGES IN
SOCIETY, ARE PROVOKING SEISMIC SHIFTS IN OUR
SECTOR. TENSIONS ARE INCREASING BETWEEN PUBLIC
SERVICE AND COMMERCIAL MEDIA - THE TWIN GUARANTORS
OF AN OPEN AND CULTURALLY RICH MEDIA ENVIRONMENT.

CONVENTIONAL MEDIA IS UNDER SERIOUS PRESSURE: IT'S
ABILITY TO RECRUIT AND INTEGRATE INNOVATIVE TALENTS
INTO THEIR ORGANISATIONS, TO STIMULATE THEM TO
DEVELOP FRESH AND EFFECTIVE WAYS TO REACH CORE
AUDIENCES WILL BE CRITICAL TO THEIR SURVIVAL.

THE NEED TO PROVIDE LEADERSHIP FOR THESE TALENTS
AND TO MANAGE THE CHANGE AND DEVELOPMENT PROCESSES
THAT SHAPE TOMORROW'S MEDIA ENVIRONMENT IS CREATING
A GROWING DEMAND FOR COMPETENT AND DEDICATED
MANAGERS, WHOSE KNOWLEDGE AND SKILLS GO BEYOND
THOSE ASSOCIATED WITH TRADITIONAL MEDIA MODELS.

TO TACKLE THESE CHALLENGES ETMA HAS DEVELOPED THREE
EDUCATIONAL PROGRAMMES THAT WILL ALLOW
UNPRECEDENTED ACCESS TO THE MOST PROGRESSIVE
PRACTICES IN TODAY'S MEDIA MARKETS.

PARTICIPANTS WILL WORK WITH THE INNOVATORS AND THE
ENTREPRENEURS WHO ARE DESIGNING TOMORROW'S MEDIA
WORLD, WHO WILL SHARE THE SKILLS AND INSIGHTS THEY
USE TO SUCCESSFULLY CONCEIVE AND OPTIMISE MEDIA

OPERATIONS FROM A CONTENT-BASED, PEOPLE-ORIENTATED, BUSINESS MANAGEMENT PERSPECTIVE.

THE FIRST PROGRAMME, WHICH WILL BE LAUNCHED NEXT APRIL, IS THE MEDIA MANAGEMENT DISTANCE LEARNING PROGRAMME.

SLIDE 31

THE "POSTGRADUATE DIPLOMA IN MEDIA MANAGEMENT" IS A DISTANCE LEARNING PROGRAMME, PRIMARILY DESIGNED FOR APPLICANTS IN A FULL-TIME OR PART-TIME EMPLOYMENT, AND OF COURSE IT WILL ALSO BE VERY USEFUL FOR SELF-EMPLOYED PERSONS OR CONTENT CREATION COMPANIES WHO WANT TO FIND THEMSELVES IN A BETTER BARGAINING POSITION WHEN WORKING WITH THEIR "CLIENTS" AT THE OTHER SIDE OF THE BARRIER, IN ADDITION TO ACQUIRE THE TOOLS TO RUN THEIR COMPANY IN A MORE BUSINESS-LIKE MANNER.

ON COMPLETION PARTICIPANTS ARE AWARDED A POSTGRADUATE DIPLOMA IN MEDIA MANAGEMENT, OFFICIALLY VALIDATED BY THE BOURNEMOUTH UNIVERSITY, IN COLLABORATION WITH WHICH WE ARE RUNNING THIS PROGRAMME.

APPLICANTS FOR THIS PROGRAMME WILL PREFERABLY WE WORKING IN THE MEDIA INDUSTRY AND HAVE EXPERIENCE IN MEDIA PRODUCTION AND/OR DISTRIBUTION, REGARDLESS OF MEDIA TYPE, PLATFORM OR PRODUCT. THE PARTICIPANTS WILL BE SEEKING TO ACQUIRE NEW BUSINESS AND MANAGEMENT SKILLS, WITH A SPECIAL FOCUS ON DIGITAL MEDIA AND ONLINE MARKETS. AN ADVANCED KNOWLEDGE OF THE CREATIVE, EDITORIAL AND PRODUCTION RELATED PROCESSES IN A SPECIFIC MEDIA SECTOR WOULD BE ADVANTAGEOUS.

THE COURSE CONTENT FOCUSSES ON ESSENTIAL DOCTRINES OF BUSINESS ADMINISTRATION AND ECONOMICS WITH A CONSTANT EMPHASIS ON THE MEDIA INDUSTRY AS IT OPERATES TODAY.

DURING THE COURSE OF THEIR STUDIES, PARTICIPANTS WILL IMPROVE THEIR ABILITY TO APPLY THEIR LEARNING TO THEIR OWN WORKPLACE OR COMPANY, TO SOLVE PROBLEMS AND TO THINK OUTSIDE OF THE BOX - SKILLS

THAT ARE OF INCREASING VALUE IN TODAY'S MEDIA INDUSTRY.

EIGHT SUBJECT AREAS HAVE BEEN IDENTIFIED AND ARE THE BACKBONE OF THE MEDIA MANAGEMENT DISTANCE LEARNING PROGRAMME.

THE EIGHT MODULES THAT MAKE UP THE DIPLOMA PROGRAMME INTRODUCE THE FOUNDATIONS OF ECONOMICS AND BUSINESS ADMINISTRATION, WITH A FOCUS ON MEDIA WORKING ENVIRONMENTS. AGAINST THIS BACKGROUND, THE DIFFERENT MODULES COMPLEMENT THE WORKING EXPERIENCE THAT PARTICIPANTS WILL HAVE ALREADY GAINED THROUGHOUT THEIR CAREER.

SLIDE 32

THERE ARE THREE MAIN AXES WITH A STRONG FOCUS ON KEY MEDIA BUSINESS PARAMETERS

BUSINESS PRACTICE

CONTENT GENERATION

CONTENT DELIVERY

ADVERTISING AND SALES

CUSTOMER INTERACTION

TECHNOLOGY

EXTERNALITY VALUE OF MEDIA (EKSTER NALITY)

TERUG NAAR VORIGE SLIDE = SLIDE 33

DUE TO THE NATURE OF DISTANCE LEARNING, FULL-TIME EMPLOYEES CAN STUDY WHEREVER THEY ARE, WHENEVER THEY WANT. AT THE SAME TIME THEY WILL SPEND A MANAGEABLE AMOUNT OF TIME IN STRASBOURG AT THE ETMA PREMISES.

THE MISSION STATEMENT TO MAINTAIN AN ATTRACTIVE STUDY-PROGRAMME WITH A EUROPEAN VOCATION IS ACCENTUATED BY A SELECTION OF INTERNATIONAL QUALIFIED EXPERTS AND TUTORS, THAT CONTRIBUTE TO MAKING THE COMPLEX DOMAIN OF MEDIA-MANAGEMENT AND ECONOMICS A MORE TRANSPARANT ONE.

DUE TO THE EUROPEAN AND INTERNATIONAL ORIENTATION OF THE PROGRAMME, ALL CONTENT IS PRESENTED IN ENGLISH.

THE MAJORITY OF THE APPLICANTS FOR THE PROGRAMME WILL HAVE GAINED EXTENSIVE PROFESSIONAL EXPERTISE IN CREATIVE FIELDS SUCH AS EDITING OR PRODUCING, BUT WILL BE SEEKING A GREATER UNDERSTANDING OF THE WORLD OF MEDIA BUSINESS.

THIS CALLS FOR A SYSTEMATIC APPROACH TO ASSESSING BUSINESS IMPERATIVES AND DECISION MAKING. REAL WORLD BUSINESS DOES NOT ALWAYS COMPLY WITH THEORY, THOUGH IT COULD NOT SURVIVE WITHOUT IT. THIS IS WHY THE PROGRAMME COMBINES BOTH INDUSTRY AND ACADEMIC EXPERTISE, OFFERING ESSENTIAL INSIGHTS FROM BOTH WORLDS. IT IS DESIGNED TO PROVIDE THE FOUNDATIONS OF BUSINESS SKILLS, REGARDLESS OF PREVIOUS DISCIPLINES THAT PARTICIPANTS MAY HAVE STUDIED.

PARTICIPANTS SHOULD BE AWARE THAT THE PROGRAMME IS AT THE LEVEL OF POSTGRADUATE ACADEMIC STUDY, SUCCEEDING AN UNDERGRADUATE QUALIFICATION, SUCH AS A BACHELOR DEGREE.

ON COMPLETION OF THE PROGRAMME THE PARTICIPANTS HAVE THE OPTION TO UNDERTAKE A SMALL AMOUNT OF FURTHER STUDY FOR THE AWARD OF A MASTERS DEGREE.

THE FIRST PROGRAMME IS SPREAD OVER 13 MONTHS. THIS PERIOD STRIKES A BALANCE BETWEEN THE DEMANDS OF THE MEDIA INDUSTRY FOR TAILORED EDUCATIONAL PROGRAMMES AND THE NEED TO ENSURE THAT PARTICIPANTS ARE NOT AWAY FROM THEIR WORKPLACE OR COMPANY FOR AN EXTENDED PERIOD.

THE SAME CAN BE SAID OF THE TERMS OF COURSE DELIVERY, WHICH COMBINES FOUR ONE-WEEK ONSITE SEMINARS AT ETMA WITH INNOVATIVE DISTANCE LEARNING . THIS APPROACH ALLOWS PARTICIPANTS TO SPEND TIME STUDYING FLEXIBLY AND TO BALANCE WORK AND FAMILY OBLIGATIONS.

THE PROGRAMME IS DIVIDED INTO FOUR QUARTERS, EACH COMPRISING THREE MONTHS OF TWO MAIN TOPICS OF STUDY. EACH SECTION IS INTRODUCED BY A FIVE-DAY ONSITE SEMINAR IN STRASBOURG. AFTER EACH ONSITE SEMINAR, PARTICIPANTS CONTINUE THEIR STUDY OF THE TWO TOPICS WITH A DISTANCE LEARNING PHASE. EACH

BATCH OF SUBJECTS REQUIRES APPROXIMATIVELY 12 WEEKS OF TOTAL STUDY WITH A TOTAL OF 180 STUDENT WORKING HOURS. FURTHERMORE EACH UNIT INCLUDES AN ASSIGNMENT OR EQUIVALENT METHOD OF ASSESSMENT AT THE END.

A DETAILED CONTENT DESCRIPTION OF EACH MODULE AND ADDITIONAL INFORMATION ABOUT THE DIFFERENT ASPECTS OF THE PROGRAMME CAN BE FOUND IN THE PROGRAMME BROCHURE THAT IS WAITING FOR YOU AT THE EXIT OF THE THEATRE.

THE TUITION FEE FOR THE MEDIA MANAGEMENT DISTANCE LEARNING PROGRAMME HAS BEEN SET AT 15.000 EURO. THIS INCLUDES ALL MEALS DURING THE ONSITE SESSIONS, BUT IS EXCLUDING TRAVEL AND ACCOMMODATION.

HOWEVER, EARLY BIRD RATES APPLY FOR THOSE WHO EXPRESS THEIR INTEREST BEFORE FEBRUARY 20TH AND SIGN THE CONTRACT BEFORE MARCH 31TH. ALL INFORMATION ABOUT THESE PREFERENTIAL RATES IS TO BE FOUND IN THE SAME INFORMATION PACK THAT I ALREADY MENTIONED.

FURTHERMORE WE WILL BE ABLE TO OFFER SOME SCHOLARSHIPS TO SELECTED PARTICIPANTS, SO PLEASE DON'T HESITATE TO CALL ME SHOULD YOU WISH TO DISCUSS THIS.

AN IMPORTANT ELEMENT IN THE PROGRAMME IS THE NETWORKING OPPORTUNITY, BOTH DURING THE PROGRAMME AND AFTERWARDS. THE FACT THAT AT THIS VERY MOMENT WE HAVE BEEN CONTACTED BY INTERESTED PARTIES COMING FROM 22 COUNTRIES SHOWS THAT OUR OBJECTIVE IS BEING MET.

WE ARE NOT ONLY LOOKING FOR PARTICIPANTS TO JOIN THE PROGRAMME, BUT WE ARE CONSTANTLY ON THE LOOKOUT FOR QUALITY EXPERTS AND TUTORS, IN THE FIELD OF CONTENT CREATION, CONTENT DELIVERY AND TECHNOLOGY. SO IF YOU'RE WORKING ON INNOVATIVE MEDIA PROJECTS AND IF YOU WANT TO SHARE YOUR INFORMATION AND EXPERIENCE WITH THE NEW GENERATIONS, I'D BE MORE THAN INTERESTED IN TALKING TO YOU.

A SECOND TRAINING WILL BE ORGANISED IN THE FORM OF WORKSHOPS.

SLIDE 34

THESE WILL BE SHORT SESSIONS ON SPECIFIC KEY AREAS. THE LENGTH OF EACH SESSION COULD VARY FROM TWO TO FIVE DAYS.

THE AIM IS TO PROVIDE SPECIALLY DESIGNED TRAINING FOR A WIDE VARIETY OF MEDIA MANAGERS AND EDUCATIONAL AUDIOVISUAL PROFESSIONALS. EACH WORKSHOP WILL BE ORGANISED TWICE: ONE SESSION WILL TAKE PLACE IN OUR PREMISES IN STRASBOURG, THE SECOND ONE IN A VARYING EUROPEAN CITY. HERE ALSO THE TEACHING LANGUAGE WILL BE ENGLISH AND THE TUITION FEE WILL VARY ACCORDING TO THE LENGTH OF THE SEMINAR. CURRENTLY THE DAILY PRICE HAS BEEN SET TO 750 EURO.

THESE WORKSHOPS WILL BE LIMITED TO 25 PERSONS PER SESSION, IN ORDER TO ALLOW GOOD NETWORKING POSSIBILITIES BUT ALSO CLOSE PERSONAL CONTACT WITH THE PROFESSIONALS WHO'LL BE CONDUCTING THE WORKSHOP SESSIONS.

THE SUBJECT MATTER OF THE WORKSHOPS WILL BE DECIDED UPON BY ETMA STAFF, BUT WE ARE OPEN FOR REQUESTS AND ORGANISE TAILOR MADE SESSIONS.

THE IDENTITY OF THE WORKSHOP MANAGER WILL BE ANNOUNCED IN TWO WEEKS TIME, BUT I CAN ALREADY TELL YOU THAT THE PERSON IS OF BRITISH NATIONALITY, HAS BEEN WORKING FOR BBC AND ITV AND HAS BEEN THE CEO FOR THE SOUTH-AMERICAN BRANCH OF AN INTERNATIONAL BROADCASTER.

THESE TWO EDUCATIONAL PROGRAMMES ARE AIMING AT PROFESSIONALS AND PEOPLE WITH A MINIMUM OF MEDIA EXPERIENCE.

FROM 2012 ONWARD ETMA WILL ALSO OFFER A MASTER PRGRAMME FOR BEGINNERS WHO WANT TO PURSUE A CARREER IN MEDIA MANAGEMENT.

SLIDE 35 -

THIS MASTER PROGRAMME WILL BE OPEN FOR STUDENTS FROM ALL COUNTRIES WHO ALREADY HAVE AN UNDERGRADUATE DEGREE OR EQUIVALENT. HERE ALSO THE FACULTY WILL BE DRAWN FROM ACADEMICS AND INDUSTRY PROFESSIONALS AND THE NUMBER OF STUDENTS WILL BE SLIGHTLY HIGHER. OUR AIM IS TO HAVE 50 STUDENTS PER PROMOTION.

THE MASTER PROGRAMME WILL BE A TWO YEAR FULL TIME EDUCATION, ALSO BASED IN STRASBOURG. THE FIRST YEAR WILL BE A COMMON YEAR WHILE DURING THE SECOND YEAR THE PARTICIPANTS WILL HAVE TO CHOOSE A SPECIALISATION AND WILL HAVE TO DO AN INTERNATIONAL INTERNSHIP WITHIN A MAJOR MEDIA ENTERPRISE.

AS IS THE CASE FOR ALL ETMA PROGRAMMES, THE COURSES WILL BE CONDUCTED IN ENGLISH.

SLIDE 36 - BUILDING

IN SHORT THIS IS WHAT ETMA IS ALL ABOUT AND WHAT WE ARE DOING OR PLANNING TO DO.

THE SUCCESS OF ETMA WILL DEPEND ON THE QUALITY OF THE PARTICIPANTS, AND OF THE SUPPORT THAT THE MEDIA INDUSTRY WILL CONTINUE TO GRANT US. ON THE WEBSITE YOU CAN FIND THE LIST OF COMPANIES AND INDIVIDUALS WHO ARE SUPPORTING US TODAY, AND I HOPE THAT VERY SOON YOUR NAME OF THE NAME OF YOUR COMPANY WILL FIGURE AMONGST THEM.

ON THE CURRENT LIST YOU'LL FIND A COMPANY WHOSE NAME IS FAMILIAR TO ALL, AND I AM VERY HAPPY THAT THEY HAVE DECIDED TO SUPPORT ETMA IN ITS ENDEAVOURS.

SLIDE 37 - BART BOGAERT

TO END THIS PRESENTATION, AND BEFORE OPENING THE FLOOR TO QUESTIONS, I WOULD LIKE TO INVITE BART BOGAERT FROM IBM TO TAKE THE FLOOR AND TO EXPLAIN WHY ETMA CAN COUNT ON THEIR INPUT AND SUPPORT.

AFTER THEIR PRESENTATION I WILL BE AVAILABLE FOR
QUESTIONS BUT ALLOW MY TO THANK YOU ALREADY FOR
YOUR KIND ATTENTION.