



Best Practices in Media Accountability and Trust Building: Key levers for Quality Management

28th Oct 2015, Istanbul

| WORKSHOP AGENDA | | |
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| <p><i>Quality management improves a company's organization to ensure optimal resource management and product quality. The certification of a media company provides public recognition of its conformity with the international standard's requirements, thereby reflecting and underlining the quality of its organization. Implementing a quality management system also brings benefits to the company's image and to its economic performance. This workshop will highlight these and other benefits and the procedure for being ISAS certified organisation.</i></p> | | |
| 0830 - 0900 | Registration | |
| 0900 – 10:30 | Introduction and Background <ul style="list-style-type: none"> Worldwide press freedom landscape Trust in Media (Edelman barometer) Digital revolution | Photo Session |
| 10:30 – 11:00 | Coffee Break | |
| | Quality Management Certification <ul style="list-style-type: none"> Benefits of quality & CSR management for Media companies How ISAS BCP 9001 helps to implement new legal TV requirements? How to build trust in the media and audience loyalty? | |
| 12:30 – 14:00 | Lunch | |
| 14:00 – 16:00 | Lessons Learnt Testimonials from Thai PBS, Canal Once, and Swiss subsidized radio stations. | |
| | Workshop What are the key success factors your company can rely on to build a comprehensive and sustainable CSR reporting mechanism to the general public ? | |
| 1600 - 1630 | Coffee Break | |
| 1630 - 1730 | Conclusion | |
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