



It has been a harrowing couple of years since the PMPC last met face-to-face and it's not exaggerating to say we have been changed drastically. Our societies, our audiences and our own operations have had to deal with the global pandemic, the effects of war in Europe, worldwide economic troubles, great power rivalries in our region and the increasingly obvious effects of global heating and climate change.

The Pacific islands region has not been immune from any of these earth-shattering events, either directly or indirectly, and the ripples will continue to spread out for years to come, to lesser and great extents.

We have all discussed these things "in-house", but the PMPC is a chance to get together from across the largest ocean on earth to share our experiences and solutions. Whether we are larger or smaller broadcasters, in the Pacific Way we are individually stronger if we are cooperatively greater.

The conference **Meeting Media Challenges: Building Stronger Broadcasting for the Pacific**, backed by the resources of the world's biggest broadcasters' union, the ABU, will work through a host of practical issues with workshops, masterclasses, expert guests and working groups, plus formal and informal networking between sessions.

Pacific islands broadcasters – perhaps more than anywhere else in the world – are intimately linked to our listeners, viewers and online users through culture, economic development, social interactions, and the provision of essential services in normal life and in emergencies.

CONFERENCE PROGRAM

DAY 1 – 30 AUGUST 2023		WORKSHOPS
Opening 0930 – 10.00	Welcome to the Workshops! A short welcome to attendees with rundown of the next three days and guidance on attending the workshops, dinner, conference sessions etc.	
	Content stream	Technical stream
Workshop Session 1 1000 – 12.30	The Do's and Don'ts of Producing Content for Social Platforms After an overview of social platforms strategy for broadcasters, we will showcase what we've learned along the way, how to improve and how to judge success, using real content examples from Pacific Broadcasters. <ul style="list-style-type: none"> • Anthony Stewart, Digital Content Manager, ABC International • Lauren Saylor, Breakfast Producer, smoothfm, Melbourne, Australia 	Apps, Tools, and Analytics – how to track your audience reach and engagement. This workshop will look at systems for reliable apps to track your audience, including user-friendly, functional, and broadcast, online and mobile platforms, as well as managing visual radio content. In this session, delegates will be able to join a fun workshop group challenge to build an app in 1 hour. <ul style="list-style-type: none"> • Richard Phelps, Snr Digital Producer, All In Media
1230 - 1400	Lunch and Networking	
Workshop Session 2 1400-1700	Women & Leadership: Finding your Voice This session is for women only and is designed to help women in the media industry find their voice and gain the confidence to apply for management and leadership roles. Participants will learn how to share achievements and insights in professional settings and how to speak so that people listen and act. <ul style="list-style-type: none"> • Catherine McGrath, Managing Director Catherine McGrath Media, Australia 	NRCS, XR Graphics system and Live Remote Production for Broadcasters In this session, delegates will be taken through few presentations: a newsroom computer system (NRCS), how to tell a complicated story through Graphics presentations and remote production solutions with flexible & efficient use of production resources. <ul style="list-style-type: none"> • Aale Raza, Founder and Managing Director, Whiteways Systems • Dr. Mohieddin Moradi, General Director of IRIB R&D, Iran
1830 - 2200	Welcome Cocktail – VBTC Broadcasting House	

DAY 2 31 August 2023	
CONFERENCE OPENING 09:00 – 09:30	Official Opening and Welcome to PMPC 2023
09:30 – 10:00	Morning Break

Session 1 10:00 – 11:00	Challenges of Leadership A panel of some of the Pacific Islands region’s chief executives will give their frank assessments of what their organisations have come through in recent years, where they are now and what challenges they face in the forthcoming years. They will also share their thoughts and hopes on what is needed for them to succeed and where they might look for partnerships and support. Moderator: Deborah Steele, Director of News, ABU Panellists: <ul style="list-style-type: none"> • Francis Herman, CEO VBTC • Faiesea Matafeo, CEO SBC Samoa • Mr Michael Samuga, Deputy Managing Director, NBC PNG • Johnson Honimae, CEO, SIBC • Natasha Meleseia, CEO, PCBL NZ • Timoa Tokataam, CEO BPA, Kiribati
Showcase 1 11:00 – 11:15	FBC Fiji showcases news on TikTok
Session 2 11:15 – 12:00	Developing technologies in a rapidly changing world Senior technical leaders will discuss the challenges being faced in choosing new broadcasting and online technologies and technical directions, what they need to make more informed choices to future-proof their organisations in hard financial times and what pitfalls they might face. They will share their thoughts on what they have learned so far and also how they can become more agile in responding in a timely manner to rapidly evolving technologies and audience needs. Moderator: Olya Booyar, Head of Radio, ABU Panellists: <ul style="list-style-type: none"> • Simoen Warren Robert, VBTC Vanuatu • Solomone Finau, TBC Tonga • Richard Phelps, All In Media • Ritesh Bilash, Walesi PTE LTD Fiji • Kordia NZ
Showcase 2 1215 - 1230	AI in Content Production – Opportunities and Risks Anthony Stewart, Digital Content Manager, ABC
12:30 - 1400	Lunch and Networking
Showcase 3 1400 - 1415	Broadcasting during Covid Moses Cakau, Head of Content, VBTC
Session 3 1415-1515	Reporting Climate Change Finding new angles to a familiar story and new ways to encourage climate action. We look at what your newsroom can do to promote awareness and understanding, while engaging audiences with compelling content. Moderator: Deborah Steele, Director of News, ABU Panellists: Sonya/Tiffany Mike Waiwai Emilio San Pedro, Senior Editor, Eurovision
Showcase 4 1515 - 1530	NBC – PNG’s ‘Doctor Who’
15.30 – 16:00	Tea & Coffee Break
16:00 – 16:15	Disaster Recovery – Tonga Experience Solomone Finau, Technical Manager TBC Tonga
16:15 – 16:45	This is today, what’s next?

	<p>A wide-ranging discussion by experts both within and outside the media on some of the major ideas that have emerged from the day's discussions. What inspired them and what they found challenging. They will also be asked to share their thoughts on how best to turn talk into action, together with how we will know when we have achieved real, practical success.</p> <p>Moderator: Moses Cakau, Head of Content, VBTC</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Claire Gorman, Head, International Services, ABC Australia • Lea Lowombu, VBTC • Mark Rogers, Kordia
16:45 – 17:00	Formal Conference close

DAY 3 – 1 September 2023		WORKSHOPS
Opening 0930 – 1000	Welcome Back to the Workshops A short rundown of the days and guidance on attending the workshops, dinner, conference sessions etc.	
	Content stream	Technical stream
Workshop Session 1 1000 - 1230	<p>Reporting Gender Based Violence This workshop looks at the media's role in increasing awareness of the GBV, what has worked and what could be done better as well as how we measure the impact of our coverage.</p> <ul style="list-style-type: none"> • Mim Fox, Associate Professor in Social Work, University of Wollongong, Australia • Claudine Ryan, Special Projects Manager, ABC International • Faleagafulu Inga Stunzner, EP Radio Australia 	<p>Korea's ODA program and Broadcast Infrastructure in the Pacific The delegates will first learn about Korea's Broadcasting ODA programs to ensure broadcasting capacity building. Second part of the session will highlight experiences and case study on a typical Broadcast infrastructure in the Pacific.</p> <ul style="list-style-type: none"> • Joonam Lee, Team Leader of Global Cooperation Team, RAPA • Prasanna Meemaduma, Head, Melbourne Office, Kathrein Broadcast
1230 - 1400	Lunch and Networking	
Workshop Session 2 1400 - 1700	<p>Sports Production and Leadership. - An ever-changing equation This workshop session will highlight the many levels of the higher end sports production at all levels. We will cover the role of team leader and production team and delivering compelling content. Plus, a sample of ideas and thoughts for Sports journalists that may encounter high level events.</p> <ul style="list-style-type: none"> • David Turner, CEO, Perspective Group, NZ 	<p>Radio & TV Broadcast Chain and Preparing Broadcast Stations against Disasters This session starts with an overall perspective of a real radio studios, TV studios, and OB Vans focusing on Broadcast signal chain, overview of equipment used in studios and HVAC basics. Next, It goes on to cover a wider view on disaster management related to how to assess risks, disaster recovery and investigate disaster avoidance for Broadcast and Media Organisations.</p> <ul style="list-style-type: none"> • Dr Veysel Binbay, Director, ABU Technology & Innovation • John Maizels, Media Consultant, Australia
1700	CLOSE	