



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
<b>Opening</b> 0930 – 10.00	<b>Welcome to the Workshops!</b> A short welcome to attendees with rundown of the next three days and guidance on attending the workshops, dinner, conference sessions etc.	
	<b>Content stream</b>	<b>Technical stream</b>
<b>Workshop Session 1</b> 1000 – 12.30	<b>The Do's and Don'ts of Producing Content for Social Platforms</b> 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.	<b>Unlocking AI's Operational Efficiencies for Broadcasting</b> We will explore where to start with AI and machine learning and how to plan your AI strategy, from automating routine tasks to predicting viewer preferences and customising content for efficient content creation.
1230 - 1400	<b>Lunch and Networking</b>	
<b>Workshop Session 2</b> 1400-1700	<b>Women &amp; Leadership: Finding your Voice</b>	<b>Apps, Tools, and Analytics – how to track your audience reach and engagement.</b> This workshop will look at systems for managing visual radio content across broadcast, online and mobile platforms, including user-friendly, functional and reliable apps to track your audience and advertiser needs.
		<b>ABU PACIFIC TECHNICAL ADVISORY GROUP MEETING</b>
<b>Welcome Dinner</b> 1830 - 2200	<b>WELCOME DINNER</b>	

DAY 2 31 August 2023	
<b>CONFERENCE OPENING</b> 0930 - 0950	<b>Official Opening and Welcome to PMPC 2023</b>
<b>Session 1</b> 0950 – 1040	<b>Challenges of Leadership</b>  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.
<b>Showcase 1</b> 1040 – 1050	<b>FBC Fiji showcases news on TikTok</b>
10:50-11:20	<b>Morning Break</b>
<b>Session 2</b>	<b>Developing technologies in a rapidly changing world</b>

11:30 – 1215	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.
<b>Showcase 2</b> 1215 - 1230	<b>AI in Content Production – Opportunities and Risks</b> Anthony Stewart, Digital Content Manager, ABC
<b>12:30 - 1400</b>	<b>Lunch and Networking</b>
<b>Showcase 3</b> 1400 - 1415	<b>Broadcasting during Emergencies</b> <b>VBTC</b>
<b>Session 3</b> 1415-1515	<b>Reporting Climate Change</b> 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.
<b>Showcase 4</b> 1515 - 1530	<b>NBC – PNG’s ‘Doctor Who’</b>
<b>15.30 - 1600</b>	<b>Tea &amp; Coffee Break</b>
1600 – 1645	<b>This is today, what’s next?</b> 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.
1645 - 1700	<b>Formal Conference close</b>

<b>DAY 3 – 1 September 2023</b>		<b>WORKSHOPS</b>
<b>Opening</b> 0930 – 1000	<b>Welcome Back to the Workshops</b> A short rundown of the days and guidance on attending the workshops, dinner, conference sessions etc.	
	<b>Content stream</b>	<b>Technical stream</b>
<b>Workshop Session 1</b> 1000 - 1230	<b>Reporting Gender Violence</b>	<b>Advancing Digital Transition in the Pacific</b> This workshop will provide insights and strategies to help broadcasters navigate the challenges and take advantage of new opportunities in their transition to digital.
1230 - 1400	<b>Lunch and Networking</b>	
<b>Workshop Session 2</b> 1400 - 1700	<b>Countering the Impact of Climate Change: nature &amp; biodiversity loss, pollution, and waste.</b> Reporting Consequences and Solutions.	<b>Remote Production Techniques for Live Events and Emergencies</b> This workshop could explore remote production technologies and techniques that allow broadcasters to capture these events and deliver high-quality content to viewers, despite the challenges posed by the region's geography.
<b>1700</b>	<b>CLOSE</b>	