

# ERNO

Eurovision Regional News Exchange for Southeast Europe  
Coordination Office Sarajevo  
Bosnia and Herzegovina



OPERATING EUROVISION AND EURORADIO

## TRAINING PROGRAM FOR AUDIENCE/COMMUNITY DEVELOPMENT EDITORS IN ERNO PUBLIC SERVICE MEDIA (PSM) MEMBERS

[Hotel Holiday](#)

Sarajevo, Bosnia and Herzegovina  
May 12-15, 2025

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**May 12: Arrival of the participants**

**Dinner - Hotel Holiday Restaurant (20:00-21:30)**

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**May 13: Foundations of Audience Engagement**

**Objective:** Establish foundational knowledge and introduce key tools and strategies for audience engagement, focusing on PSM-specific goals.

**Session 1: Introduction to ERNO and Audience Engagement in PSM (9:00 - 10:00)**

**Overview:** Introduction to the ERNO Office and network, the project of introducing audience editors, and participant introductions

**Presented by:** Dr Zeljka Lekic-Subasic, Head of ERNO Office

Topics Covered:

- The role and importance of Audience Engagement Editors in Public Service Media.
- Goals and objectives of the audience editor initiative.
- Overview of key challenges and opportunities in the region.

**Break (10:00 - 10:30)**

**Session 2: The Role of an Audience Engagement Editor in PSM – BBC Case Study (10:30 - 12:30)**

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**Presented by:** Emma Theedom, BBC Head of Audiences & Jonny McGuigan, BBC Director of Growth

Topics Covered:

- Responsibilities and impact of Audience Engagement Editors in PSM.
- BBC's strategies for engaging audiences across platforms.
- Case studies of successful engagement initiatives.

**Lunch Break (12:30 - 14:00)**

**Session 3: Tools of the Trade – Google Analytics for Audience Insights (14:00 - 16:00)**

**Presented by:** Natalia Zaba, Google GNI Instructor

Topics Covered:

- Using Google Analytics for audience insights.

**Break (16:00 - 16:30)**

**Session 4: Creating a Sustainable Engagement Strategy – Swissinfo Case Study (16:30 - 18:00)**

**Presented by:** Veronica DeVore, Swissinfo Head of Audience

Topics Covered:

- Short-term and long-term planning for audience growth and retention.
- Aligning editorial priorities with audience insights.
- Overcoming challenges in resource-limited environments.

**Dinner – [Bon Appetit Restaurant](#), Kranjcevic 11 (20:00-21:30)**

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**May 14: Advanced Engagement Strategies**

**Objective:** Fostering community interaction, and aligning editorial priorities with audience needs.

**Session 5: Crafting Engaging Content – Deutsche Welle Case Study (9:00 - 11:00)**

**Presented by:** Yasmina Al-Gannabi, Audience Development Manager & Trainer, Deutsche Welle

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Topics Covered:

- Storytelling formats: Short videos, infographics, and interactive content.
- Best practices for TikTok, Instagram, YouTube, and traditional platforms.
- Strategies for increasing audience interaction.

**Break (11:00 - 11:30)**

**Session 6: Measuring Value – NPO Case Study (11:30 - 13:00)**

**Presented by:** Maike Olij, NPO - Netherlands Public Broadcasting

Topics Covered:

- Public Method: A framework for measuring audience engagement beyond reach and ratings.
- Trust, relevance, and societal impact as key indicators of public service success.
- Integrating audience insights into editorial decision-making.

**Lunch Break (13:00 - 14:30)**

**Session 7: Harnessing AI for Audience Engagement – YLE Case Study (14:30 - 16:30)**

**Presented by:** Ilkka Porna, Data analyst, Strategy and services, Yle - Finnish Broadcasting Company

Topics Covered:

- AI tools for content personalization and recommendations.
- AI-driven analytics for audience behavior prediction.
- Case study of successful AI integration at YLE.

**Dinner: SARAJEVO'S CUISINE 😊 (to be explained) 19:00-21:00**

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## **May 15: Future Planning and Training**

### **Session 8: Train-the-Trainer Session – EBU Academy (8:30 - 11:30)**

**Presented by:** Frédéric Frantz, EBU Academy Trainer

#### **Topics Covered:**

- Best practices for training newsroom staff on audience engagement.
- Coaching techniques for effective implementation.

### **Break (11:30 - 12:00)**

### **Session 9: Next Steps – Establishing the ERNO Regional Network of Audience Editors (12:00 - 12:30)**

#### **Facilitated Discussion:**

- Formalizing collaboration and knowledge-sharing among audience editors in the ERNO network.
- Identifying key regional priorities for engagement.
- Planning future training and development activities.

## **End of Workshop**

## **May 15: ERNO Annual meeting**

### **EBU Digital Initiatives: European Perspective (9:00-10:15)**

**Presented by:** Luis Jimanez, Acting Head of Strategy & Innovation

### **ERNO Annual Update (10:15-11:30)**

Presented by: ERNO Office, ERNO-EVN News Contacts