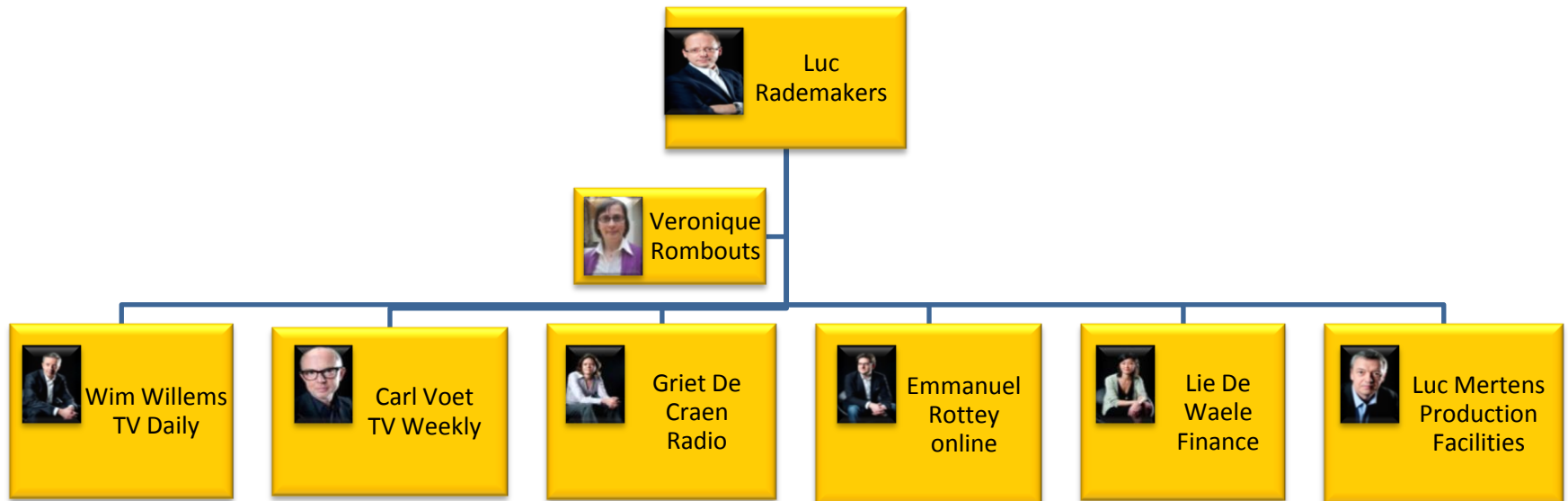


Newsroom Management



VRT News ID Card





- 24/7 Different news bulletins on 5 radio channels
- 2 Daily current affairs programmes on Radio 1
- 4 News shows on TV
- 7x 100'' news on TV and website
- Karrewiet, daily children's news show on TV
- 2 daily current affairs programmes on TV
- 9 weekly current affairs programmes on TV
- 1 website (& 3 foreign language subsites)

Studio 1

- TV Journaal, Koppen, Koppen XL, De Vrije Markt, Sportweekend, Weather
- Terzake, Panorama
- Last restyling 1/2008
- Technology 1/2002

Framework

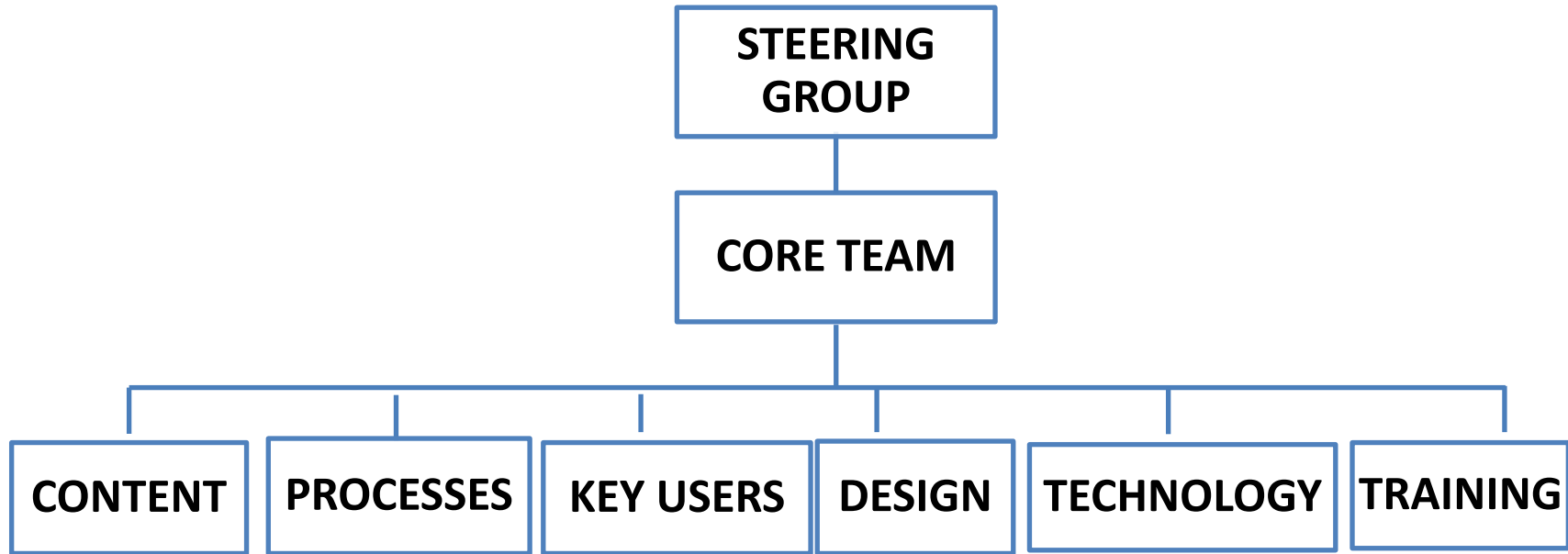
Objectives

- Quality  reduce mistakes
make the difference
- Trend setting  augmented reality
dynamic formatting
- Innovation  robotic cameras
automation
- Efficiency  reduce staff gallery

Change Management

- Project start : 3/2010
- Arch International on board: 2/2012
 - Whip
 - Expertise
- Go Live 3/2013

Structure



Results

- Quality: =/+
 - Trend setting: +
 - Innovative: +
 - Efficiency: +
-
- Resistance: limited, other group than expected
 - Drop outs: limited
 - Project timing → consequences for training
 - Project not finished
 - Change management: excellent, thorough, expertise, empathy, but consultant=consultant