

EuroWistdom Launch Event
Science and Technology and the Roles of Women in TV Drama

19th February 2007

Program

Venue: Berlin-Brandenburgische Akademie der Wissenschaften, Berlin-Mitte

9.30 – 10.00 hrs **Welcoming Speech:** Dr. Helga Lukoschat, Managing Director, Femtec. GmbH, Germany

Opening Talk: Jean-Michel Baer, Director Science, Economy, and Society, European Commission, Belgium

Dr. Eveline Edle von Gäßler, Federal Ministry for Education and Research, Germany

10.00 – 11.00 hrs **Introduction:**
Science and Technology – A Subject for Movies and TV?

■ Dr. Marion Esch, Research Director, Femtec. GmbH, Germany

■ Dr. Andrew Millington, Managing Director, OMNI Communications Ltd., Great Britain

11.00 – 11.15 hrs Tea and Coffee Break

11.15 – 12.45 hrs **Panel Discussion:**
Science and Technology as an Opportunity for Exciting TV Drama and Positive Role Models for Women

■ Prof. Dr. Lucienne Blessing, Institute for Construction, Micro and Medicine Technology, Technische Universität Berlin, Germany

■ Jessica Pope, Executive Producer Drama, BBC, Great Britain

■ Dr. Gabriela Sperl, Managing Director, Sperl + Schott Film GmbH, Germany

■ Doris J. Heinze, Head of TV Plays, Movies, Cinema, and Theatre, Norddeutscher Rundfunk, Germany

■ Anja Kunze, Femtec Student, Germany

Chair: Prof. Dr. Barbara Schaeffer-Hegel, Chairwomen of the Supervisory Board of Femtec Inc., Germany

12.45 – 13.45 hrs Lunch Break

13.45 – 15.45 hrs **Parallel Panels**

Panel 1

Which Topics and Characters in TV-Drama – Single Films, Series, and Soaps - are Girls and Young Women Interested in? And What Might They Find Exciting?

Introductory Talk

- Dr. Maya Götz, Head of IZI, International Central Institute for Youth and Educational Television, Germany

Statements and Discussion

- Christoph Pellander, Editor Marienhof, Bayerischer Rundfunk, Germany
- Hortense Ullrich, Bestseller Writer, Children's Books, Germany
- Dr. Doris Elster, Leibniz Institute for Science Education, Germany
- Julia Brüker, Femtec Student, Germany

Chair: Solveig Wehking, Wehking PR, Germany

Panel 2

How to Turn Exciting Scientific Issues into Entertaining TV-Drama– Single Films, Series, and Soaps?

Introductory Talk

- David Harsent, Writer, Great Britain

Statements and Discussion

- Elke Ried, Managing Director, Zieglerfilm Köln, Germany
- Katharina Uppenbrink, Managing Director, Verband deutscher Drehbuchautoren e. V. (Association of German Writers), Germany
- Dr. Pablo Hagemeyer, Managing Director, The Dox Medical Consulting TV/Film, Germany
- Dr. Sigrid Eeckhout, European Synchrotron Radiation Facility (ESRF), Grenoble, France

Chair: Martin Spiewak, Journalist for Research, DIE ZEIT, Germany

Panel 3**Outlook on the Future: Key Technologies and Scientific Issues**

- Prof. Dr. Lucienne Blessing, Institute for Construction, Micro- and Medicine Technology, Technische Universität Berlin, Germany
- Dr. Elfriede Simon, Hardware Development of Power & Sensor Systems, Siemens AG, Germany
- Prof. Dr. Burghilde Wieneke-Toutaoui, Chairwomen “Women in Engineering Profession”, VDI – The Association of German Engineers Vice-President, Technische Fachhochschule Berlin – University of Applied Sciences – Germany
- Prof. Dr. Ina Schieferdecker, Fraunhofer Institute for Open Communication Systems, Germany
- Dr. Vera Meyer, Institute of Biotechnology, specialised on Microbiology and Genetics, Technische Universität Berlin, Germany

Chair: PD Dr. Martina Schraudner, Strategische Forschungsplanung Fraunhofer-Gesellschaft, (Strategic Planning, Fraunhofer Association)

15.45 – 16.00 hrs Tea and Coffee Break

16.00 - 17.30 hrs

Final Panel Discussion**To Copy or to Innovate? Strategies and Chances for New TV Content and Genres.**

- Alicia Ramirez, Head of Fiction, Deputy Managing Director, SAT1, Germany
- Birte Dronsek, Head of Editorial Office Word II, Main Editorial Office Entertainment-Word, ZDF, Germany
- Daniele Jörg, Deputy Head of Department, WDR Program Group Science, Germany
- Prof. Dr. Marc Drüner, Steinbeis-Hochschule Berlin (University), Germany
- Dr. Bettina Brinkmann, Head of Formats, European Broadcasting Union

Chair: Stephanie Barrett, ZDF, and **Dr. Marion Esch**, Femtec. GmbH, Germany

17.30 h -

Concluding Remarks and Farewell (with Drinks)