

**TRAINING REPORT**  
**CIRCOM REGIONAL SENIOR MANAGEMENT SEMINAR**  
**BUDAPEST**  
**March 7 – 10, 2005**

This was the first TV seminar organised for CIRCOM for senior TV managers who report directly to Heads of Station or Director-Generals.

It was led by Bob Collins, a former Director General of RTE (Dublin) and Gareth Price, a former Controller of BBC Wales. Valuable sessions also involved presentations by Tim Johnson on Coproductions and by Roel Dijkhuis on RTV Noord in Holland.

Twelve participants came from CIRCOM member stations in Bulgaria, Croatia, Romania, Hungary, Denmark, Slovenia and Spain.

All the main issues involved in senior TV management were discussed, namely:

- leadership skills and line management
- the management of change
- programme commissioning and scheduling
- macroeconomics of TV stations
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- human resource management

Considerable time was spent on the evaluation of modern broadcast management in the face of increased competition and the need to make the most effective use of resources.

The seminar was held in the newish, comfortable and excellent premises of the Central European University Conference Centre on the outskirts of Budapest. As always the organisation by the National Coordinator for Hungary, Judit Klein, was exemplary.