Team work (noun): cooperative or combined effort of a group of persons working together as a team for a common cause.

I was lucky enough to be invited last week to the BIG TV Festival in Blackwood Forest. If you haven’t heard about it then the best way to describe it would be to imagine you’re out for dinner and you are sat with a parent and three of their children all of whom work in the same industry but for competing companies. Normally when you’re all out together whilst the usual sibling rivalries are clear they are in general quite coy about what they are up to so as to avoid arguments around who is doing better or giving away secrets.

This dinner table was in essence the BIG TV Festival with Thinkbox as the parent and ITV, C4 and Sky the siblings although it wasn’t just me at the table as there was around 150 of
us in attendance to watch them discuss TV’s past and more importantly future in a festival environment (well they had tents and tepees).

So were they able to shelve their innate competitiveness, pass the salt and top up each other’s drinks for the greater good of the dinner table? Yes…yes they did, and they should more often.

“Oh yes, the past can hurt. But the way I see it you can either run from it or learn from it.” Rafiki, Lion King

Themes covered in this get together over the day and a half running time were not around who has what viewing figures, nor who has worked on the most exciting advertising briefs but topics to provoke thought such as effectiveness, efficiencies, thinking differently, leadership and society all of this was superbly carried by the hosts Jamie Laing (from Made in Chelsea fame) and Scarlett Moffatt (Saturday Night Takeaway and Gogglebox). Neither of them work within the advertising industry however both of them were really engaged as the presentations progressed and were genuinely taken aback at what they were learning.

Alongside the TV siblings there were also key speakers from various creative agencies as well as … Ebiquity, Thinkbox, Lloyds Banking Group and Giff Gaff.

“A team is not a group of people who work together. A team is a group of people who trust each other.” Simon Sinek

Even though I work in AV I was concerned from the off whether this was going to be an opportunity for TV owners to make whilst playing nicely with each other to make sly digs at other media, thankfully this was not the case and all they focussed on was the positives.

So what did I learn? Well my key take aways were these

- Work together and not against each other,
- Encourage the people who plan media not to focus on what TV is
restricted by but to push the media owners to prove what it can do.

- It’s here to stay and in fact technology means it is no longer just the
  preserve of those with substantial budgets but that it can be an asset to
  any media plan big or small.

All in all a successful dinner date and one that has left me hungry for more.

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