

egta

04/10/2018 Bucharest

M&S

Marketing & Sales Meeting

RADIO SESSION

Marketing, ad sales and new revenue streams for radio

Organised by **egta.**

Hosted by 
INTACT
MEDIA GROUP

MARKETING, AD SALES AND NEW REVENUE STREAMS FOR RADIO

Strategies, tools and business cases to grow the share of radio and audio advertising

SCHEDULE: 08:45 – 16:30

VENUE: Athenee Palace Hilton Bucharest, 1-3 Episcopiei street, district 1, 010292 Bucharest

CONFIRMED CONTRIBUTIONS FROM:

- » **Mark Ritson**, Adjunct Professor, **Melbourne Business School**
- » **Mattias Björkman**, Head of Digital Business Development, **Bauer Media Sweden**
- » *Senior executive speaker to be confirmed*, **Veritone**
- » *Senior executive speaker to be confirmed*, **Targetspot**

More speakers to be announced in the coming weeks

THE RADIO STREAM WILL REVOLVE AROUND THE FOLLOWING THEMES:

BEST PRACTICES AND INNOVATIONS IN RADIO AND ONLINE AUDIO SALES:

- » Creative cases of campaigns and brand integrations where radio and/or online audio plays a leading role;
 - » Spot selling innovations leveraging new technologies and formats;
 - » Strategies, tools and techniques to increase revenue and yield from broadcast radio, to bring new clients to the medium, and to facilitate online audio aggregation and sales.
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SUCCESSFUL MARKETING INITIATIVES, B-2-B PROJECTS AND TOOLS:

- » To promote strong radio brands;
 - » To raise the profile of radio and audio in the media mix.
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NEW REVENUE STREAMS FOR RADIO COMPANIES AND THEIR SALES HOUSES.

With thanks to our partners:

