

**28. - 29. 06. 2018**

Brussels

**ONLINE**

**AUDIO**

Monetisation

Training

A two-day workshop  
on how best to  
monetise radio's  
online & mobile  
extensions

Organised by

**egta.**

[www.egta.com](http://www.egta.com)

# 28.06.2018 (Thursday)

Venue : egta offices, Rue des comédiens, 22, 1000 Brussels

## Schedule of the day:

08:45 – 09:00 *Welcome coffee*

Welcome & introduction

- » Katty Roberfroid, Director General, [egta](#)
- » Yuri Loburets, Director Radio, [egta](#)

### SESSION 1 – PROGRAMMATIC & DATA

Integrating audio into the programmatic ecosystem. How programmatic is evolving from buying tactic to marketing automation tool.

- » Frederik Dooms, *Platforms Industry Manager*, [Google](#)



Programmatic for online audio – tech stack for smooth trading, inventory optimisation and yield management.

- » Daniel Karlsson, *VP Business Development, EMEA-APAC*, [Triton Digital](#)



11:30 – 12:00 *Coffee break*

Data activation for online audio – how to set up a data management system, deploy attribution models and introduce advanced targeting for audio advertising.

- » Ian Curd, *Director of International Business Development*, [Qualifio](#)



13:30 – 14:15 *Lunch*

### SESSION 2 – INNOVATIONS AND NEW FORMATS IN AUDIO ADVERTISING

Strategies and tactics to sell online audio advertising – combination of direct sales, programmatic and network approaches to maximise yield. Example of Global and DAX in the U.K.

- » Faye McDowall, *Digital Strategist*, [Global/DAX](#)



Strategies to aggregate and monetise online audio – pitch, sales tools and techniques, ad formats, pricing models and client/agency management.

- » Mara Negri, *Partnerships & Business Development Director*, [Mediamond](#)



16:15 – 16:35 *Coffee break*

Case studies by participants

17:50 *Wrap up*

19:45 *Dinner in the city centre of Brussels (Hard Rock Café on The Grand Place)  
FIFA World Cup match will be broadcast – Belgium /England*

08:30 – 08:45

*Welcome coffee*

## SESSION 3: GROWING AUDIENCES AND SCALE

Scale and targeting – why audio publishers need a digital audio advertising network.

» Eric Van Der Haegen, *Global Head of Programmatic & Partnerships*, [TargetSpot](#)



Audio sales innovations – how to grow digital audience and revenues from online assets of radio stations.

» Leeroy Shillingford, *Senior consultant – Digital Advertising*, [SEENOAD](#)

10:45 – 11:15

*Coffee break*

## SESSION 4: SMART SPEAKERS AND APP DEVELOPMENT STRATEGIES

Radio and interactive user experience: smart speakers and mobile platforms with AI-powered voice assistants – strategies and cases on how radio can make the most of this new environment.

» Matt Deegan, *Founder & Creative Director*, [Folder Media](#)



Smart speakers' apps and skills – developing smart radio products beyond websites and conventional mobile apps.

» Malte Kosub, *Co-Founder & Managing Director*, [Future of Voice](#)



13:45

*Wrap up*

14:00

*Closing lunch*

**egta.**