

RADIO

20/03/2019

AMSTERDAM – HILVERSUM (NL)

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EGTA TOP MANAGEMENT CYCLE MEETING

Organised by **egta.**

Hosted by  **talpa
media solutions**

egta's Radio Top Management Meeting – The Netherlands edition

An informal roundtable discussion meeting among top decision-makers from radio advertising sales houses and radio companies to discuss the reality of the Dutch market (strengths, challenges and opportunities) and the differences/similarities to other European markets.

Main topics of discussion:

- Strategy and future radio development – growing audiences and building successful media brands
- Growing radio revenues and developing cross-media sales strategies
- Digital transformation and online audio monetisation

Schedule:

10:45 – 11:00	<i>Welcome & opening remarks</i>
11:00 – 12:00	Meeting with Menno Koningsberger , <i>Chief Executive Officer</i> , Talpa Radio
12:00 – 13:00	Meeting with Jeroen De Bakker , <i>CMO - Strategic marketing & digital transformation radio</i> , Talpa Radio
13:00 – 13:45	<i>Lunch</i>
13:45 – 14:45	Meeting with Joris Van Der Pol , <i>General Director</i> , OMS
14:45 – 15:30	Meeting with Frank Volmer , <i>General Manager</i> , Ster
15:30 – 16:30	Roundtable discussion on strategies and tactics to future proof-radio and audio
16:30	<i>End of the meeting</i>