

Thriving in Recovery.

Future-facing business strategies with the crisis as an accelerator of change.

RADIO SESSION

07 / 10 / 2020 (WED)

**CEOs &
TOP EXEC'S**

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SUMMIT

Lessons learnt from the COVID-19 crisis, business strategies and tactics dedicated to recovery and future growth, how change in audio has been accelerated by the crisis and how successful sales houses are making the most of it.

How US radio powers through the crisis

Insights from the US market on advertisers and sectors discovering radio, new attribution tools and innovations helping the radio business.



Pierre Bouvard
Chief Insights Officer
Cumulus Media & Westwood One



“Never waste a good crisis” – growing the radio business in tough times

How to stay relevant, build relationships and increase radio market share – lessons from South Africa



Nick Grubb
Chief Executive Officer Radio
Kagiso Media



Preparation is half the victory

How radio sales house long term strategy and anti-crisis tactics are speeding up recovery and future growth



Marianne Bullwinkel
Chief Executive Officer
RMS



Messages from our sponsors

Building the future-facing business by embracing online audio monetisation, podcasting and voice platforms.

Unlocking the potential of digital audio advertising

Experiences from launching a successful digital ad platform.




Charlie Brookes
Head of Revenue
Bauer Media UK



The podcasting boom - how to make the most of accelerated growth

Insights into podcasting growth in Europe and US, successful ad formats and programmatic sales strategies.

	<p>Declan Moore Head of International Wondery</p>	<p>WONDERY</p>
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Voice is the future

How developments in voice & AI impact audio companies, what comes next for voice marketing and why media and brands should embrace it.

	<p>James Poulter Chief Executive Officer Vixen Labs Innovation Culture Expert</p>	
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CLOSING REMARKS

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