

Sales, marketing and new revenues for radio
and audio

05/10/2017 (THU)
DUBLIN (IRL)

**MARKETING
& SALES
MEETING**
RADIO session

MMS

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Organised by
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RTE

08:30

Start of the conference – welcome coffee

08:45 – 10:40

Welcome and opening remarks

Yuri Loburets, *Director Radio, egta*

SESSION 01

FM sales, marketing and new revenue streams – ideas and cases from various markets

Irish radio landscape. Cases of innovative radio and cross-media campaigns.

Dan Healy, *Head of RTÉ 2fm, RTÉ* (Ireland)

Onair, online, onstreet: delivering powerful marketing solutions.

Brian McCarthy, *Sales Director, UrbanMedia* (Ireland)

An agency's perspective on audio as an advertising medium and how to best integrate the format in the clients' marketing strategy.

John Clancy, *Managing Director, Carat* (Ireland)

Client management and sales strategies.

Mohamed Bezzaz, *Head of Sales Management, RMS* (Germany)

Henning Lüdemann, *Sales manager, RMS* (Germany)

10:40 – 11:10

Coffee break

11:10 – 12:55

The travel and radio industries are undergoing radical transformations – what does it mean for marketing? A Ryanair approach.

Matthias Wenk, *Marketing Operations Director, Ryanair* (Ireland)

Beyond the 30-second spot – examples of creative non-spot solutions and brand integrations.

Teresa Blomgren, *Head of Creative Solutions, MTG Radio Sales* (Sweden)

Delivering engaging branded content solutions at scale – how to design and implement creative and effective campaigns targeted to the client's marketing needs.

Anthony Popper, *Direct Sales Manager, Primedia Broadcasting* (South Africa)

Automation – making radio easier to buy, sell and to increase share of spend.

Andreas Lang, *CMO, Studio Gong* (Germany)

12:55 – 13:55

Lunch break

13:55 – 16:15

How to attract new clients, compile sales packages and motivate sales teams with exclusive offers.

Lenka Camborova, *Sales Director, Radio Expres* (Slovakia)

Launching OMS Studio and supporting radio creativity to raise the profile and market share of radio advertising.

Joris van der Pol, *CEO, One Media Sales* (Netherlands)

Frank Kok, *CEO, Top format* (Netherlands)

SESSION 02

Online audio sales developments and digitisation of sales

The case of Supla: a music, podcast and online audio entertainment platform.

Johannes Saukko, *Content Director, Nelonen Media* (Finland)

Introduction of new radio platform and specialised stations – how to market new radio brands and how to develop multiplatform distribution and monetisation models.

Marco Lanzarone, *Head of Radio Projects, Rai* (Italy)

Evolving markets – How the programmatic audio ecosystem is growing and radio can make the most of it.

Dirk Ritters, *CTO, waveads* (Germany)

16:15

Closing remarks & end of the conference

With thanks to our partner:

