

B2B marketing, ad sales and new revenues
for radio

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

**MARKETING
& SALES
MEETING**
RADIO session

MMS

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SESSION 01

FM revenues and ad sales – Ideas and cases from various markets

Cases of innovative radio and cross-media campaigns

New tools and sales methods for broadcast radio – increasing yield and efficiency

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

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

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

Confirmed speakers:

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

Mohamed Bezzaz, Head of Sales & Services Department, RMS (Germany)

Henning Lüdemann, Sales manager, RMS (Germany)

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

John Clancy, Managing Director, Carat Ireland

Name of Senior Executive speaker to be confirmed, MTG Radio Sales (Sweden)

More speakers to be confirmed soon

SESSION 02

B2B marketing– campaigns to acquire new clients / promotion of radio and audio

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

B2B marketing – getting a fair share of marketers' attention to radio and audio advertising

Confirmed speakers:

Joris van der Poel, Chief Executive Officer, One Media Sales (Netherlands)

More speakers to be confirmed soon

SESSION 03

Online audio sales developments and digitisation of sales

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

Case of Supla: Music, podcast and online audio entertainment platform

How to maximize your mobile and digital audio content's revenue potential

Voice activation technology – implications and future potential for radio broadcasters

Confirmed speakers:

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

Johannes Saukko, Content Director, Nelonen Media (Finland)

More speakers to be confirmed soon

For egta members only:

If you believe that your company can contribute to one of the topics above, please contact katerina@egta.com to discuss availabilities on the programme.