

9th Radio Thematic Day

“ Effective client communication: ”

(re)creating added value and investments in new business areas for 2010.

March 5, 2010, Amsterdam
09.30 am—16.30 pm



2009 has been a year driven by conditions. In turn some sales houses have re-evaluated the structure of their sales teams and how they are communicating with agencies and advertisers. Radio sales houses are now looking to establish a strong basis whereby in 2010 they can (re)create added value and invest in new business areas.

The forthcoming egta meeting on 5 March will take the form of an interactive workshop, including a session by the highly acclaimed creative radio specialist Tony Hertz and contributions from egta sales houses.

Speakers include:

- Giovanni Fabris, former VP, International Media Director at McDonald's Corporation
- Wil Wurtz, Director CRM Association Netherlands
- Dennis Landman, Commercial Director, Sky Radio
- George Bohlander, RAB Netherlands
- Esther Raff, Head of Sales Radio, AS&S Radio
- Tony Hertz, Creative & Managing Director, Hertz Radio
- Rudy Janssens, Director Business Unit Radio, VAR

Address of the day:

Exchange Avenue
3rd Floor, Terminal 1
Amsterdam Schiphol Airport

Organised by :

egta | association of
television and radio
sales houses

Event kindly hosted by:



- 09.30-09.40 **Opening remarks**
Matthew Carver, egta
- 09.40-10.10 What do advertisers need from radio advertising today, and how can the relationship between advertisers, sales houses and media agencies be improved?
Giovanni Fabris, Managing Partner, Fabris Media Marketing Services
Former VP, International Media Director at McDonald's Corporation
- 10.10-10.40 How radio sales houses can promote towards advertisers and media agencies
Dennis Landman, Commercial Director, Sky Radio
- 10.40-11.10 Who is the customer? Using customer relationship management to improve efficient client communication
Will Wurtz, Director CRM Association NL
- 11.10-11.30 **Coffee break**
- 11.30-12.00 Case study: restructuring a sales house to meet the realities of a new decade
Esther Raff, Head of Sales, Radio, AS&S Radio
- 12.00-12.30 Collective approaches to the promotion of radio
George Bohlander, RAB NL
- 12.30-13.30 **Lunch**
- 13.30-15.30 Bridging the gap – why good radio stations make bad radio commercials. And what they can do about it!
- Fact #1: Hardly any radio station managers are satisfied with the standard of commercials they produce.¹
- Fact #2: 70% of customers consider creative issues a major barrier to investment in radio advertising.²
- Is it possible that these facts are related?
- In this hard-hitting, entertaining and inspiring presentation, international radio creative guru Tony Hertz explores the problems and demonstrates realistic, achievable ways in which sales execs, writers and producers can improve their in-house commercials. . .and possibly their business.
- ¹Personal research/observation in 28+ countries ²RAB Benchmark Survey, Jan 08
- Tony Hertz, Hertz:Radio*
- 15.30-15.45 **Coffee break**
- 15.45-16.15 Tools to improve radio creativity: a sales house perspective
Rudi Janssens, Director Business Unit Radio, VAR
- 16.15-16.45 Delivering the evidence! Discussion between the attendees to launch the egta initiative “Radio Killer Facts: Dispelling the myths about radio advertising”
Co-chaired by Matthew Carver, egta, and Radio 538