

easa 2010

egta's senior executives academy

1ST edition – Brussels, Sunday 10 to Wednesday 13 January 2010

A UNIQUE PLATFORM FOR STRATEGIC THINKING



egta

association of
television and radio
sales houses

an egta training initiative



All television advertising sales houses these days are faced with similar challenges: if they haven't done so yet, they must adapt and face both the challenges and opportunities resulting from the digital age, they must rethink the way they deal with the traditional partners of the industry so as to get the most of their direct contacts with advertisers and finally, in a time of criticism and doubts, they must constantly promote television as the most effective advertising medium!

Tutor: Fran Cassidy

day 1

THE DIGITAL ERA: FACING THE CHALLENGES OF BOTH TODAY AND TOMORROW

What kind of marketing and sales strategy is best suited for a TV sales house that is keen on making the most of the digital present and future as well as of the resulting new opportunities?

Tutor: Bernhard Glock

day 2

GETTING THE MOST OUT OF YOUR DIRECT CONTACTS WITH ADVERTISERS

How do you get the most from your contacts with advertisers? What should you be doing differently? Where does the agency fit in, but moreover what does a sales house have to do and propose to optimise their relationship with major advertisers, including in the FMCG sector?



Tutor: David Brennan

day 3

HOW TO BEST GET ORGANISED TO PROMOTE TELEVISION AS THE MOST EFFECTIVE ADVERTISING MEDIUM

Television advertising is under constant attack: In such a climate, how do you best promote television? How do you attract new clients to television? How do you develop cross media initiatives with television at their heart?



- Tutorials
- Guest speakers
- Interactive sessions
- Personal work
- Break-out sessions
- Face-to-face discussions
- Experience sharing

THE ULTIMATE MEASURE OF A MAN IS NOT WHERE HE STANDS IN MOMENTS OF COMFORT, BUT WHERE HE STANDS AT TIMES OF CHALLENGE AND CONTROVERSY.

Martin Luther King

day 0

Introduction

GETTING TO KNOW EACH OTHER AND SETTING THE STAGE FOR
3 DAYS OF STRATEGIC THINKING

The session will be introduced and moderated by **Geraldine O'Leary**, egta president and Commercial Director RTÉ Television



Thierry Van Zeebroeck, CEO – VAR and Media Strategist

What will be the competing media of tomorrow? Which strategic alliances should we be forming?

"Who are our friends and who are our enemies?"

Annet Aris, Author and Adjunct Professor of Strategy – INSEAD Paris

An introduction to the challenges of today and tomorrow and how to best face them

"Managing media companies in a digital post-recession era and harnessing the power of creativity"



day 1

Tutor: Fran Cassidy

THE DIGITAL ERA: FACING THE CHALLENGES OF BOTH
TODAY AND TOMORROW

Freddy Tacheny, CEO - RTL Belgium

How does a group like RTL adapt and prepare for the digital future?

"What if television was the new media?"



Andy Brown, Global Chairman - Kantar Media

The future of audience measurement in a digital world and its impact on sales houses' sales strategy

"How will we measure audiences now?"

Tamar Kasriel, Futurist & Managing Director - FutureReal

Tamar Kasriel is a leading futurist, focusing on consumer and social trends. She founded Futureal, which specialises in helping companies understand and capitalise on the impacts of future consumer and market changes on their businesses.

How to plan ahead – the most successful strategies and what to avoid"



There will also be a representative from a media agency – named to be confirmed

day 2

Tutor: Bernhard Glock

GETTING THE MOST OUT OF YOUR DIRECT
CONTACTS WITH ADVERTISERS

Johan Houben, Group Media Manager Europe - The Coca-Cola Company

Barbara Wentzel, Media Director - Beiersdorf

What do major fmcg companies like Coca-Cola and Beiersdorf and more specifically their media directors, expect from broadcasters and their sales houses? What are the KPIs that should/could be at the heart of their relationship?



day 3

Tutor: David Brennan

HOW TO BEST GET ORGANISED TO PROMOTE TELEVISION AS THE
MOST EFFECTIVE ADVERTISING MEDIUM



Jan Isenbart, Head of Media Research - IP Deutschland

A medium's image and reputation is first built internally and with the broadcaster's own tool box! Why research should always (almost!) be at the service of marketing and sales.

Richard Burdett, Head of Brand, Horse & Country TV

Using the creative agency experience and using it to better carry out a broadcaster's job. What are the challenges going forward?

"How TV needs to promote itself"



THE TOPICS THAT FRAN CASSIDY PROPOSES TO RAISE DURING DAY 1:

- The biggest issues - What do the leaders in the international TV and advertising industry believe will be the most important issues going forward?
- How to adapt? How are leading TV companies adapting currently to the changing landscape?
- Measurement - How will we measure audiences now? How do we create a new currency? What will be the impact on sales houses?
- The Agency View - What are TV companies doing right and what are they doing wrong?
- Structural Change? Are TV sales departments and sales houses structured effectively for the current environment – and how will they need to change?
- Better Strategic Planning - How can you make your strategic planning work better?

THE TOPICS THAT BERNHARD GLOCK PROPOSES TO RAISE DURING DAY 2:

- Values like: Trust – Accountability – Digital solutions – Added-value – Transparency – Talent – Business models- etc. and what they mean for a broadcaster and for an advertiser
- Offering advertisers the appropriate digital solutions that go beyond and ideally are integrated to the classical offerings?
- Helping advertisers make their media spending accountable to business success?
- Changing the broadcasters' business model before market forces and consumer changes will change it?

THE TOPICS THAT DAVID BRENNAN PROPOSES TO RAISE DURING DAY3:

- Why TV works so well as an advertising medium – TV and the brain, the context of viewing, shared viewing, engagement, the power of AV, etc
- How well TV pays back – econometric and evaluation studies from around the world, different case studies, why TV has traditionally been undervalued, etc
- Why TV will work even better in the future – new technology, the power of online in creating TV effectiveness, TV and young people, etc

A platform for

strategic thinking

A UNIQUE TRAINING COURSE FOR
20 SENIOR EXECUTIVES FROM
TELEVISION ADVERTISING SALES HOUSES



During three days, 20 senior executives will, under the tutorship of three exceptional experts, have the opportunity to confront their ideas, share their experience and build a most promising future for their company in the following markets:

- Austria
- Belgium
- Denmark
- Finland
- France
- Netherlands
- Romania
- Slovenia
- South Africa
- Sweden
- Switzerland
- United Kingdom



22, rue des Comédiens 1000 Bruxelles - Belgium
Tel : +32 2290 31 32 – Fax: +32 2 290 31 39 - www.egta.com