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The 2007 egta Radio Summer University

Brussels, 2-5 July, 2007

“Taking radio to the next level...and making it essential!”

For many media planners radio is an add-on. However, through working with member radio sales houses across Europe – and closely monitoring the market egta knows, that radio goes far beyond being an add-on; it is something that advertisers can build on.

Although egta appreciates that effective audience measurement, optimal price structuring and creative advertising concepts are essentials in the daily life of a sales house, there is a strong belief that these are not the sole tools to turn radio into a crucial and integral part of any advertising campaign – and taking it to the next level.

The 2007 edition of the Radio Summer University will gather case studies, offer workshops, and unique insight into:

- Increasing radio’s share in media budgets
- Proving that the radio ROI is favourable for advertisers
- Gaining revenue from the fast-moving-consumer-goods market
- Winning revenue presently going into press
- Being sexy, creative and part of a 360 degree campaign
- In brief: making more money!

Under the guidance of some of the most innovative and successful European radio experts egta invites your sales house to join this revamped and more focused and tailor-made edition of the Radio Summer University “Taking radio to the next level”.



RADIO SUMMER UNIVERSITY



“Taking radio to the next level...and making it essential!”

Monday 02 July 2007

- 10.00 - 10.30** | **Introduction: Taking radio to the next level!**
The position of radio in a saturated media market with fragmented audiences. What are the new opportunities for sales houses, where should we search for new revenue sources, what are the new possible business models?
Wim Frison, Secretary General, VAR (Belgium)
- 10:30 - 12:00** | **Creativity is the key to increasing investment in radio advertising: show your customers that radio is a creative medium!**
Creativity is key to changing the perception of the radio industry and to attracting new advertisers. You will discuss how radio creativity increases the performance of radio and how radio sales houses can help the creative agencies to be creative for radio.
Philip Maes, Copywriter/Creative Coach, THE MAFFIA (Belgium)
- 12:00 - 13:00** | **Lunch**
- 13:00 - 14:00** | **Radio success stories from around Europe – participants’ input**
You will be asked to very briefly present your market, your company and the biggest challenges you face. Each of you will then be invited to share a successful case study illustrating what each of you believe to have been the greatest achievement for your respective sales houses. This will provide an exceptional opportunity to discuss and learn from other market and success stories.
moderated by egta
- 14:00 - 14:30** | **Coffee Break**
- 14.30 – 16.00** | **The strength of radio vs. press – how to win advertising money that normally goes to press on the local market.**
Radio vs. press – friends or foes, which strategy to choose? The session will examine what makes radio unique in comparison to press, and also how to shift FMCG advertisers from press to radio. Within the session there will be a group exercise where students will have to convince their potential clients of the strength of radio vs. / or together with press on the local market.
Alain Neuville, former President, A.N.I.M.A.(France)
- 16.00 – 17.30** | **Radio success stories from around Europe (cont.)**
moderated by egta
- 17:30 - 17:45** | **Summary of the key lessons of the day**
Jacques François, Professor, Brussels University ULB
- from 19.30** | **Opening Dinner**



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Tuesday 03 July

09.00 - 10.45

Radio advertising research: proving that radio works! How to use research results to convince clients to invest in radio?

The session will show you how to fully use the research department within your sales house and how to use the research results in negotiations with clients. Furthermore, discussions will focus around the questions everyone in the industry is talking about: do we really need more advanced audience measurement? What is the strength of current measurement, how reliable are the listenership data we give to our clients? This presentation will also share the Swiss experience with the Mediawatch.

Urs Gerber, Product Manager PM, Radiotele (Switzerland)

10.45 - 11.15

Coffee Break

11.15 - 13.00

The optimisation of inventory: improving the fill rate, improving the margin, improving client satisfaction

Optimising the price structure in a competitive environment - best practices and revenue management. You will learn how to identify the most profitable clients segments, how to broaden the offering and simultaneously stimulate the market by using inventory control and, how to efficiently increase the market share of the sales house without letting discount rates escalate.

Jacques Cazin, Executive Director, Telmar – Peaktime (France)

13.00 - 14.00

Lunch

14.00 - 16.00

The optimization of inventory: improving the fill rate, improving the margin, improving client satisfaction (cont.)

Jacques Cazin, Executive Director, Telmar – Peaktime (France)

16.00 - 16.30

Coffee Break

16:30 - 18:00

Radio works for FMCG: how can you attract FMCG companies to radio?

In 2007, egta will launch a new project to promote radio advertising among large FMCG advertisers. The idea is to set up a road show where representatives from egta radio sales houses visit big FMCG headquarters. The session will focus on the arguments to use when talking to FMCG companies. It will show the strength of radio by illustrating successful case studies from European markets in order to prove that radio advertising increases ROI for the FMCG industry.

egta team

18:00 - 18:15

Summary of key lessons of the day

Jacques François, Professor, Brussels University ULB



RADIO SUMMER UNIVERSITY



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Wednesday 04 July

09.00 - 09.30

All you need to know about European regulations on radio advertising

The session will provide you with an introductory overview of the legal framework in Europe surrounding radio as an advertising medium.

Bertrand Cazes, European Affairs Advisor, egta

09.30 - 10.30

Is the Personal People Meter (PPM) the future of audience measurement?

More and more markets are looking into implementing a people meter system. What are the implications? How do you deal with figures that may initially be weaker? A look into the Belgian market's experience with the system.

Anny Wuyts, General Manager, VAR (Belgium)

10.30 - 11.00

Coffee Break

11.00 - 12.30

Combined industry action: promoting radio as a medium – case study from the Belgian market

Radio is a sexy medium...is this true for your market? This session will focus on best practices from the Belgian market where the market share of radio advertising has increased to 12% today. This success can be fully attributed to the industry players that managed to work together to greatly increase their “share of the pie”. You will have a chance to discuss the possible application of this idea to your market!

Anny Wuyts, General Manager, VAR (Belgium)

12.30 - 13.30

Lunch

13.30 - 15.00

How can we convince new customers, who never invested in radio that radio works?

The session will provide an overview of the most important players in the radio market. It illustrates the process of radio sales and what role the sales house plays in this process; how to successfully work with media/creative agencies and advertisers; what are the best strategies to convince them to choose radio? It quotes key examples of how to attract new advertisers that have not advertised on radio before and discusses new spot formats and special packages. You will have the opportunity to learn how to increase radio capacity to resist the pressure coming from media agencies and how to avoid the most common mistakes when negotiating with media agencies?

Uwe Domke, Head of Market and Media Research, RMS (Germany)

15.00 - 15.30

Coffee Break

15.30 - 17.00

Strength of radio in comparison with other media: what radio is really good for?

Within the last decade, commercial radio in the UK has seen a reversal of fortune, also in the way it is perceived by the customer, despite very strong competition from the uniquely powerful BBC (which of course started 50 years in advance). What were the factors behind these changes, and what are the lessons for media brands and media marketing? The session will outline the strengths of radio and will explain why radio is ideal for certain roles in the advertising mix – and less ideal for others. It will help you to understand the way radio REALLY “works”!

Andrew Ingram, RAB, (UK)

17.00-17.15

Summary of the most important lessons of the day

Jacques François, Professor, Brussels University ULB

from 19.30

Closing Dinner



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Thursday 05 July

09.00 - 10.30

The media planning process in media agencies: how to improve the position of radio?

This session will give an overview of the phases within the media planning process. Discussions will revolve around issues like: why radio is chosen (abandoned) as a medium to communicate the advertiser's message; how does an agency determine an optimal mix of stations and time schedules once radio has been chosen; what do media agencies expect from radio sales houses, how can and should radio sales houses optimize their pitch

Victoria Sangster, Head of Radio, Mediaedge:cia (UK)

10.30 - 11.00

Coffee Break

11.00 - 13.00

Group exercise: Radio is a unique medium - radio offer for media agencies

Participants will be divided into small groups and asked to prepare a “copy strategy for radio” – ie. a tool to convince advertisers and media agencies, as is commonly practised by ad agencies. The purpose of this exercise is to think seriously and very concisely about the positioning of radio, the "promise" (what makes radio unique when compared to TV, print, internet or outdoor) and how advertisers/agencies should be convinced to use radio. The whole exercise will be reviewed at the end of the session and will lead to a debate.

Jacques François, Professor, Brussels University ULB

13.00 - 14.00

Lunch

14.00 - 16.00

How to use new technologies to increase the revenue of a sales house: new business models in the era of new technologies

The session will give an overview of the new technologies in radio (digital, online, mobile, podcasting etc.) and their influence on radio listening patterns, on audience fragmentation and on new business models. You will have the opportunity to discuss “alternative” radio models and their possible impact on radio listening. Moreover, you will discuss how to attract, handle and measure user generated content and the way interactivity will change listeners’ consumption of radio.

Dan D’Aversa, Associate Vice President Digital Radio Strategy, RTL Group (Luxemburg)

16.00-16.15

Summary of key lesson of the week and handing out diplomas

