

2012 egta calendar of events



EAG: European Affairs Group (TV & Radio)

26 January, Brussels

Radio Strategic Positioning Day (Radio)

27 January, Brussels

A day of high-level interaction, bringing senior representatives of egta's radio sales houses together to identify the most effective positioning for radio in today's digital, social and mobile audiovisual environment.

Annual Research Directors' Meeting (TV & Radio)

9 February, Geneva

An overview of the latest research on effectiveness, creativity and multi-platform measurement. This annual meeting will feature parallel TV and radio sessions.

DigitalNext (TV)

21 March, Brussels

Understanding how interactivity will change the dynamics of TV advertising through viewer engagement, including discussions on the alliance opportunities between content producers, new platforms, content owners/broadcasters and social networks, especially concerning solutions for monetisation.

Annual General Meeting (TV & Radio)

22 & 23 May, Paris

egta Senior Executives Academy (TV & Radio)

July, Brussels

A unique platform for strategic thinking, held over three days and featuring contributions from leading industry figures.

Annual Marketing & Sales Directors' Meeting (TV)

5 October, Istanbul

Autumn Radio Meeting (Radio)

November

Workshop on Brand Care and 360° integrated marketing solutions (TV)

22 November, Munich