

28.02.2018

Brussels

ONLINE AUDIO

Strategies

Top
Management
Workshop

Organised by

egta.

28.02.2018 (Wednesday)

Venue: egta offices, Rue des comédiens, 22, 1000 Brussels

Topics to be discussed:

- Monetisation of online audio (strategies, business models, sales methods, ad products, pricing, ad tech);
- Data strategies, audience insights and applications for advertising (in the context of GDPR);
- Platforms: smart speakers, mobile, web, connected cars;
- Podcasts.

Schedule of the day:

09:45 – 10:00	Welcome coffee
10:00 – 10:15	Introduction to the workshop
10:15 – 11:30	Contributions from delegates: sharing best practice, know-how and ideas
11:30 – 12:00	Coffee break
12:00 – 13:30	Contributions from delegates: sharing best practice, know-how and ideas
13:30 – 14:15	Lunch
14:15 – 16:00	Discussion on the identified challenges and how to best approach them
16:00	End of the meeting