

RADIO

STRATEGIES, TOOLS & BUSINESS CASES

10/10/2019 BRUSSELS (BE)

M & S

EGTA MARKETING & SALES MEETING

Organised by



Hosted by



08:30

WELCOME COFFEE

SESSION 01 - BEST PRACTICES AND INNOVATIONS IN BROADCAST
RADIO AND ONLINE AUDIO SALES

Welcome & opening remarks

Kateřina Borovsk, Marketing & Research Coordinator, egta

Saskia Schatteman, Vice-President of egta Board & member of VIA

Best practice from Belgium – a market with one of the highest radio advertising shares in Europe

Sonic branding revolution

How to get marketers excited about audio and raise the profile of the medium

Saskia Schatteman, Chief Executive Officer, Var

Digital strategy, DAB+ and online audio – innovations and new formats

Steve Van den Audenaerde, Manager Business Development Radio, DPG Media

Alain Claes, Head of Radio Innovation, DPG Media

F.L.A.S.H. - Feel Like A Super Hero

Making brands shine via cross-media solutions and brand integrations

Cline Hoebregts, Content & Creativity Manager at F.L.A.S.H., RMB

Emmanuel Pragana, Content & Creativity Manager at F.L.A.S.H, RMB

Life Observer/Radio

Understanding changing media consumption habits to enrich sales houses' marketing strategy

Didier Lefevre, Strategy & Data Analytics Director, RTL Belgium

10:35 – 11:05

COFFEE BREAK

How can one sales house manage a portfolio of sponsorship projects for eight strong radio brands

Combining creative power with the best sales techniques and account management

Gavin Deans, Managing Director, Media Central (Ireland)

Engaging small business partners

How to make radio advertising accessible and understandable to small business owners

Burak Can, Chief Broadcasting Officer, Karnaval Media Group (Turkey)

SESSION 02 - LEVERAGING NEW TECHNOLOGIES AND DATA – SALES AUTOMATION

Mass reach – personalised messages. Mondelez's approach to the evolving media landscape

What do clients expect from media today when it comes to reaching their audiences in the most efficient way?

Johan Houben, Media & Digital Marketing Director, Mondelz International

Making radio easy to buy

Developing new radio/audio planning and booking systems

Katrin Mhrer, Project Leader Digitalization, AS&S (Germany)

Oliver Sass, Head of IT/ Technology, RMS (Germany)

Automated efficiency

Discover technology that powers the full potential of audio advertising

Nico Aprile, Managing Director, Aprile Consulting (Germany)

Martin Baumgartner, Head of Business Development, swiss radioworld (Switzerland)

Data activation – digital audio game changer**How to use creative data intelligence for ad sales, targeting, product optimisation & customisation**

Frank Plähn, Director Data Monetization, Crossplan (Germany)

Thomas Kabke-Sommer, Managing Director, Crossplan (Germany)

SESSION 03 - NEW REVENUE STREAMS – PODCASTS AND BEYOND

Native podcast advertising**Production, monetisation and brand partnerships**

Melanie Vazeux, Commercial Director, Nouvelles Écoutes (France)

Making money from podcasts**An example of a successful on-demand audio subscription strategy**

Roch Kudła, Online Development Director, Agora Group (Poland)

True digital transformation of the radio business**Strategic goals and how to drive non-broadcast revenues for radio groups**

Olga Mikhailova, Digital Director, GPM Radio (Russia)

Closing keynote**The trouble with targeting: don't trust the trends!****Insights on the fundamentals of consumer choices, so as to apply them most effectively to today's automated advertising environment and have better discussions with clients about business outcomes for their campaigns.**

Wiemer Snijders, Partner & Author, Commercial Works & Eat Your Greens (Netherlands)

With thanks to our partners



Venue:

Radisson Blu Royal Hotel

Rue du Fossé aux Loups 47

B-1000 Brussels

*Presentations will be made available to egta members on
www.egta.com*