

RADIO

STRATEGIES, TOOLS & BUSINESS CASES

10/10/2019 BRUSSELS (BE)

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EGTA MARKETING & SALES MEETING

Organised by



Hosted by



Welcome & opening remarks

Yuri Loburets, Director Radio, egta

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

Best practice from Belgium – 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

Cross-media solutions and brand integrations.

Senior executive, RMB

Leveraging new technologies and formats to advance audio.

Speaker to be confirmed

10:35 – 11:05 COFFEE BREAK

Creative and innovative campaigns for clients who want to take their communication strategy to a whole new level.

Best in class non-spot business cases.

Teresa Blomgren, Head of Creative Solutions, NENT (Sweden)

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

Combining creative power with best sales techniques and account management.

Gavin Deans, Managing Director, Media Central (Ireland)

SESSION 02 - LEVERAGING NEW TECHNOLOGIES AND DATA – SALES AUTOMATION

To be data driven or not to be

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

Johan Houben, Media and Digital Marketing Director, Mondelēz International

Automated efficiency.

Discover technology that powers the full potential of audio advertising.

Nico Aprile, Managing Director, Aprile Consulting (Germany)

12:45 – 13:45 LUNCH BREAK

Making radio easy to buy.

Developing new radio/audio planning and booking systems.

Katrin Möhrer, Project Leader Digitalization, AS&S (Germany)

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

Data activation – digital audio game changer

How to use creative data intelligence for ad sales, targeting, product optimization & customization.

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.

Example of a successful on-demand audio subscription strategy.

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

Closing keynote

The Problem with Programmatic: Get with the programme!

Insights in 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 Sniijders, Partner and Author, Commercial Works & Eat Your Greens (Netherlands)

16:20

CLOSING REMARKS & END OF THE CONFERENCE

With thanks to our partner

