



**02 & 03/12/2021**

**ONLINE EDITION - RADIO**

# CEOs & TOP EXECs', SUMMIT

**MASTERS OF OUR OWN DESTINY:  
LET US BE THE ONES WHO EVOLVE  
THE RADIO/AUDIO MODEL**

Organised by

**egta.**

# Thursday 2<sup>nd</sup> December - Radio

14:00 – 15:05

**FUTURE-PROOFING RADIO – RADIO SALES HOUSES AND THEIR TRANSFORMATION TO THRIVE IN A FULLY DIGITAL ECOSYSTEM**



**Collaboration and joining forces to grow the share of radio and audio in the Netherlands**

Joris van der Pol, Managing Director OMS, Talpa Media Solutions & President, RAB Netherlands

Liedewij Hentenaar, Director, RAB - Radio Advies Bureau NL



**Audio innovations and new business solutions to support brands' audio marketing**

Cécile Chambaudrie, NRJ Group General Manager - Business Development and Digital Activities Development, NRJ Group

15:05 – 15:10

**SHORT BREAK – GO GRAB A CUP**

15:10 – 16:00

**FUTURE-PROOFING RADIO – RADIO SALES HOUSES AND THEIR TRANSFORMATION TO THRIVE IN A FULLY DIGITAL ECOSYSTEM**



**The transformation of our audio business models and disrupting 'ourselves' for future growth**

Abby Carvosso, Director of Commercial Transformation, Bauer Media Audio UK



**Future-proofing radio**

Frédéric Gérard, Head of Radio & Digital Audio, RTBF

Valérie Janssens, Director of Development, RMB

16:15

**END OF THE THURSDAY WEBINAR**

# Friday 3<sup>rd</sup> December - Radio

10:00 – 10:40

**ADVANCING ADVERTISING TECHNOLOGY OF RADIO**



**Audio advertising at scale: innovations and insights from the Nordics**

Jim Receveur, Chief Executive Officer, Bauer Media Denmark



Creating a true cross-platform buying solution and taking audio marketing to a whole new level of targeting and scale to close the gap between audio consumption and audio ad spend.

Benjamin Masse, Global Managing Director, Strategy & Market Development, Triton Digital

10:40 – 10:45

**SHORT BREAK – GO GRAB A CUP**

10:45 – 11:30

**ADVANCING ADVERTISING TECHNOLOGY OF RADIO**



Advancing ad tech and data-driven radio and audio sales

Matthias Schenk, Director Publisher Management, RMS



Radio for the connected era and the future of radio on the dashboard

Jacqueline Bierhorst, Country Manager, Radioplayer NL

11:30

**END OF THE WEBINAR**

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