



TV

ONLINE
SHOWCASE

MAR
COM

THU. 14/01/2021

14H30 – 16H45 (CET)

MARCOM SHOWCASE

Welcome to egta's MarCom Online Showcase – a webinar where egta members share the most effective B2B marketing and communication strategies of 2020 and inspire for the times ahead. During the unprecedented period of Covid-19, sales houses have had to reinvent their operations and strategies to keep in touch with clients and to market TV products. While the initiatives have been driven by the demands of digitisation and contactless communications due to the pandemic, many of the ideas and initiatives will prove to be positive for businesses even after the global pandemic ends.

ONLINE SHOWCASE

Organised by **egta.**

For the MarCom Showcase, we are putting together a library of creative initiatives and ideas carried out by egta members in 2020. As two hours will not allow to let everyone present their best case orally, this is your chance to share case studies and other projects in the form of presentations, videos, links and more, to the benefits of all MarCom Showcase participants.

The Idea Library will be made available on 14 January.

14:30 – 14:35 WELCOME NOTE

Welcome and introductory remarks

Anne-Laure Dreyfus, Director TV, egta

Halli Oddsson, Insight and Communication Manager, egta

14:35 – 15:30 SESSION 1: MARKETING AND COMMUNICATION STRATEGIES DURING COVID AND BEYOND



ITV Backing Business

How ITV is launching a new commercial story to re-ignite British businesses.

Chris Goldson, Director of Commercial Marketing & Pitch Development, ITV (UK)



„Growth“ as the key message of an efficient MarCom strategy

How TV4, as market leader, put the concepts of impact and business growth at the centre of its B2B communication. Insights into their hybrid approach for events through the COVID crisis, and beyond.

Maria Käcke, Head of B2B Insights and Events, TV4 (Sweden)



RTL AdConnect's focus on "Total Video" as a strategy for visibility in a highly competitive ad market

How RTL AdConnect amplifies its new brand with regular presence at international events and launches new formats to connect with the industry.

Carine Jean-Jean, Communications Director, RTL AdConnect (Pan-European)

15:30 – 16:30 SESSION 2: CASE STUDIES

Each member will present one successful B2B format they carried out in 2020 and will share the learnings from this experience for their 2021 communications strategy.



Keeping it short and to the point

How Sky Media Germany replaced lengthy events with a 10-minute to-the-point keynote presentation.

Ralf Hape, Vice President Media Sales & Client Services, Sky Media (Germany)



How a multimedia sales house leverages the power of audio for the benefit of TV/video clients

Insights into how TF1 Pub launched a B2B podcast to keep clients informed of new trends.

Sophie Danis, Communication Director, TF1 Group (France)



Clémence Favier, Head of Business Content and Corporate Social Responsibility, TF1 Group (France)



A trade body's insight: Fuelling TV investments by spreading knowledge

How – with limited resources - Tenk TV launched tailor-made trainings for clients and used a book to counter digital myths and reinforce knowledge about TV's effectiveness.

Bjorn Solvang, Managing Director, TENK TV (Norway)

15:50

Short Questions & Answers session from the audience



A trade body's insight: bringing research findings to clients in a new way

How Screenforce brought complex research to the market through a multi-event strategy of short "snackable" videos and in depth "experts forums".

Uschi Durant, Head of Joint TV Marketing and International Research, Screenforce (DACH)



When your target audience are the TV channels: Keeping the clients informed

How Atmedia provided their European clients with an overview of the Czech government's actions due to Covid and the impact on the media ad market in a monthly report.

Pavel Müller, Head of Research & Marketing, atmedia (Czech Republic)



Tatiana Bizovová, Channel Account Manager, atmedia (Czech Republic)



Building on trust and giving access to B2B clients

How RTÉ has leveraged its role as the trusted media partner of choice and gave their clients access to trusted sources on media market research and Ireland's economy.

Oscar Kennedy, Agency Team Manager, RTÉ (Ireland)



Gavin Carberry, Commercial Marketing Manager, RTÉ (Ireland)



A trade body's insight: bringing research findings to clients in a new way

How Rai Pubblicità developed new Communication and Brand Integration formats to sustain brand businesses and the economy of the country, in line with its Public Service media remit.

Antonella Di Lazzaro, Chief Trade Marketing and Brand Innovation Officer, Rai Pubblicità (Italy)

16:30

Questions & Answers

16:45

Closing remarks

Halli Oddsson, Insight and Communication Manager, egta

This event is free of access for egta members – no limit in participation - Registrations [here](#)

All presentations will be made available on egta's catch-up platform (accessible to members only).