

egta.

50TH

ANNIVERSARY
CELEBRATIONS



6-7 JUNE



LONDON

CEOs' & TOP EXECs' SUMMIT

TV & RADIO
SESSIONS



egta's CEOs' & TOP EXECs' SUMMIT 2024 6-7 JUNE | LONDON

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KEY TOPICS

- ▶ **The future of mass media** - new business models and transformation strategies
- ▶ **The distribution puzzle** - crafting a 5-year vision for a profitable future
- ▶ **The needs of advertisers and agencies** in a fragmented media ecosystem
- ▶ **The changing role of the sales house** as a business partner for brands
- ▶ **The unification of inventories** and sales across broadcasters' assets
- ▶ **AI Implementation** across media companies - bottom-up company strategies
- ▶ **Charting sustainable growth** for multi-media sales houses
- ▶ **Reinventing the way we do business** - embracing challenger-marketing tactics

Hosted by



With thanks to our partners



CONFIRMED SPEAKERS



Brett Aumuller
Managing Director



Cécile Chambaudrie
President



Stephane Coruble
Chief Executive Officer
RTL AdAlliance



Verica Djurevicz
Chief Revenue Officer



Jeff Eals
Director of Systems Strategy



Jon Evans
Chief Customer Officer



Rita Ferro
President,
Global Advertising



Taide Gajardo
Chief Brand Officer,
Europe



David Gruenewald
Founder



Steve King
Chairman of Europe



Justin Lebbon
Co-Founder & Director



Susie Milburn
Strategy Director



Raphael Porte
Director of Advertising Sales



Evan Shapiro
Media Universe Cartographer



Kelly Williams
Managing Director, Commercial



► More speakers to be confirmed soon.

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PROGRAMME OVERVIEW

WED **5 JUNE** | **DAY 00** egta Board dinner

THU 6 JUNE DAY 01	FRI 7 JUNE DAY 01		
	08:15 – 08:50 WELCOME COFFEE		
10:00 – 10:30 WELCOME COFFEE	08:50 – 13:15 TV SESSION	08:50 – 13:15 RADIO SESSION	
10:30 – 13:00 TV & RADIO SESSION			
13:00 – 14:00 NETWORKING LUNCH	13:15 NETWORKING LUNCH		
14:00 – 17:30 TV & RADIO SESSION			
19:00 NETWORKING DINNER			

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