



**egta.**  
CALENDAR OF  
**EVENTS 2021**

## 2021

14 January (Thu)	Online	TV	<a href="#">MarCom Online Showcase</a>
19 January (Tue)	Online	Radio	<a href="#">Online Talk on podcasting strategy and monetisation</a>
27 January (Wed)	Online	TV & Radio	<a href="#">egta Board Meeting</a> (for egta board members only)
28 January (Thu)	Online	TV	<a href="#">Online Talk on Addressable TV with FreeWheel</a>
2 or 4 Feb (Tue or Thu)	Online	TV	Online Talk on Connected TV with SpotX
11 February (Thu)	Online	TV & Radio	<a href="#">Online Training Session: Digital basics tracking and data with Steven Golus</a>
12 February (Fri)	Online	Radio	<a href="#">Online Talk on raising the profile of radio in the media mix</a>
13 February (Sat)		Radio	<a href="#">World Radio Day</a>
24-25 February (Wed-Thu)	Online	TV	<a href="#">Market Intelligence Meeting – TV</a>
25 February (Thu)	Online	TV & Radio	<a href="#">EAG 65 – European Affairs Group</a>
1 to 29 March (each Mon)	Online	TV	<a href="#">Online Masterclass on Digital Advertising with Steven Golus*</a>
3-4 March (Wed-Thu)	Online	Radio	<a href="#">Market Intelligence Meeting – Radio</a>
11 March (Thu)	Online	TV	<a href="#">Online talk about Bell Media’s SAM - Strategic Audience Management Tool</a>
16 March (Tue)	Online	Radio	<a href="#">Online Talk on radio audience measurement with Gfk</a>
3 June (Thu)	Amsterdam	TV & Radio	egta Board Meeting (for egta board members only)
3 - 4 June (Thu-Fri)	Amsterdam	TV & Radio	CEOs and Top Executives’ Summit
7 Oct (Thu)	Warsaw	TV & Radio	Marketing & Sales Meeting
8 Oct (Thu)	Warsaw	TV & Radio	egta Board Meeting (for egta board members only)
21 Nov (Sun)		TV	<a href="#">World TV Day</a>

*You can register for the events above by clicking on the respective links.*

*The attendance to these meetings is free and unlimited for egta members, except for the meetings marked with a \*, which must be self-financed as the number of participants is limited – please contact the team for more information (info@egta.com).*