

RADIO

**DATA STRATEGIES AND TOOLS
FOR RADIO**

09/10/2019 BRUSSELS (BE)
15:30 – 18:00

DATA

EGTA WORKSHOP

Organised by

egta.

Workshop on Data Strategies and Tools for Radio

Venue: Salon 2 meeting room (7th floor), Radisson Blu Royal Hotel, Rue du Fossé aux Loups 47, 1000 Brussels

15:30

INTRODUCTION

Overview of recent trends in data driven marketing and its deployment in online audio advertising. Main data activation priorities and challenges for radio companies.

Yuri Loburets, Director Radio, egta

15:45

EXPERT CONTRIBUTION

Building own DMP – challenges and lessons learnt.

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

Frank Plähn, Director Data Monetization, Crossplan

Thomas Kabke-Sommer, Managing Director, Crossplan

16:15

ROUNDTABLE DISCUSSION

MAIN TOPICS:

- **First-party data** - sources and collection methods, processing, activation.
- **Data activation** for ad sales and targeting.
- Examples of **data and online audio strategies** – sharing experiences among participants.

18:00

CLOSING REMARKS & END OF WORKSHOP

FORMAT & PARTICIPANTS

Format

An interactive workshop

- An interactive workshop, including contribution from participants and interactive sessions, where colleagues from radio companies and their sales house share their experiences with building and applying data tools as well as business cases of data activation.
- Participants will learn from each other, thanks to an exchange of best practice and in-depth discussions. Every participant is expected to present a short case study from their company or share a “challenge-solution” overview in regards to the topic of data.

Target group

The ideal participant

- The ideal candidate should be active in data and online audio strategies within their company, and have the authority to suggest and implement change as a result of this workshop.
- Due to the limited capacity and to facilitate in-depth discussions, we accept a maximum of two colleagues from each company.