



# TV ESEA

egta.  
Senior.  
Executives'.  
Academy.

Supercharging  
TV advertising  
through the  
digital transformation

Organised by **egta.**

[www.egta.com](http://www.egta.com)

# List of participants

UNITED KINGDOM



**Sean ALLEN**  
International Sales Manager  
RTL AdConnect UK Ltd

FRANCE



**Antoine AUDIT**  
Director of Marketing Studies  
TF1 Publicité

HUNGARY



**Péter BALÁZS**  
Head of Sales group  
atmedia Kft.

GERMANY



**Barbara BUSCH**  
Group Head Planning & Performance Marketing  
Unit  
RTL AdConnect GmbH

SWEDEN



**Jannike CROONA BROMAN**  
Head of Scheduling and Program Planning  
TV4 AB

SLOVENIA



**Vid DEZMAN**  
Project Manager / Sales executive  
PRO PLUS d.o.o.

GEORGIA



**Ani DZIDZIGURI**  
Senior Sales Manager TV  
Inter Media LTD

ITALY



**Laura FRANCIA**  
International Relations Manager  
Rai Pubblicità

GERMANY



**Katharina GEBAUER**  
Senior Manager Business Marketing & Market  
Insights  
Sky Media GmbH

FRANCE



**Olivier GOURITEN**  
Marketing Studies Manager  
TF1 Publicité

CANADA



**Sandra HAMMOND**  
Senior Director, Revenue Optimization  
CBC & Radio Canada

CANADA



**Robin NEUFELD**  
Director, Content Marketing, CBC  
CBC & Radio Canada

IRELAND



**Ken NUGENT**  
Client Sales Team Manager  
Radio Telefís Éireann

GERMANY



**Ricardo RUBIO GONZALEZ**  
Head of new Media Research  
SevenOne Media GmbH

FRANCE



**Coraline SAINTE-BEUVE**  
Corporate Communication Manager  
RTL AdConnect SA

GERMANY



**Michael STEPPNER**  
Senior Media Manager  
SevenOne Media GmbH

GEORGIA



**Tea TABAGARI**  
Digital Sales Director  
Inter Media LTD

BELGIUM



**Steve VAN DEN AUDENAERDE**  
Director IP Radio  
IP Radio

NETHERLANDS



**Melvin VAN DEN MOSSELAAR**  
Senior Account Manager Spot & Digital  
RTL Nederland B.V.

AUSTRIA



**Matthias ZOTTL**  
Head of Online  
IP ÖSTERREICH GMBH

# Monday 22<sup>nd</sup> - DAY 01

## Setting the stage

**Mentor of the day: Zoltan Vardy, Founder & CEO, Medient Consulting** – the former CEO's point of view



Zoltan has 25 years of experience in global media as an executive, entrepreneur, investor and advisor. As a consultant, he helps TV and digital media companies build their business via new markets, new revenue streams and new investments. During his corporate career, Zoltan was Senior Vice President at NBCUniversal International Networks (London), where he oversaw ad revenues for 50+ pay TV networks in 100+ countries in EMEA, APAC and Latin America. **He was also CEO, Central & Eastern Europe at ProSiebenSat1 Media, where he managed the group's TV channels and production company in Hungary and Romania.** Zoltan has held senior sales and business development roles at CBS (Los Angeles), Turner Broadcasting (London) and SBS Broadcasting (Amsterdam).

13:00 – 13:45

### Welcome & Networking Lunch

13:45 – 14:00

### Welcome words and introduction to the ESEA

**Katty Roberfroid**, *Director General, egta*

**Anne-Laure Dreyfus**, *TV Director, egta*

14:00 – 15:00

### Setting the stage: The changing DNA of TV sales houses

How sales houses must adjust to a changing reality – with its fair share of challenges, but opportunities too – so as to not just survive, but thrive in the new digital ecosystem.

**Zoltan Vardy**, *Founder & CEO, Medient Consulting*

15:00 – 16:15

### Adding an asset to the marketer's toolbox: an AI-based study

Visibility: the attribute that matters the most.

A world-first study revealing how viewers really interact and engage with advertising across different platforms and devices and which form of advertising is the most effective at attracting attention and generating sales.

**Karen Nelson-Field**, *Executive Director, Centre for Amplified Intelligence (Australia)*

16:15 – 16:45

### Coffee Break

16:45 – 17:15

### Working groups

Reflexion on the evolving role of media agencies.

17:25 – 18:30

### Speed networking exercise

Get to know your colleagues through quick one to one discussions.

19:30

### Networking dinner

In the city centre of Brussels – Restaurant PAMPAS (Saint-Catherine Place)

# Tuesday 23<sup>rd</sup> - DAY 02

## Market Intelligence & Business innovation

**Mentor of the day: Maarten Albarda, CEO for Flock Associates** – the former advertiser's point of view



Maarten is the America's CEO for Flock Associates, the leading Marketing Transformation Consultancy with clients such as McDonald's, Campbell's, Toyota/Lexus, British American Tobacco, Kellogg's, J&J, eBay and others. He has over 25 years of experience on the agency and client side and is a recognized industry leader. **He led a distinguished global career in senior pan-regional and global leadership roles at JWT, Leo Burnett, McCann-Erickson, The Coca-Cola Company and AB-InBev, living and working in The Netherlands, the UK, Japan, Germany and the USA.** His book *Zero Paid Media as the New Marketing Model* with co-author Joseph Jaffe was published in October 2013, and MediaPost publishes his Online Spin column every Monday.

**08:45 – 10:00**

### **I am television advertising, and I have a problem**

**TV is moving very fast in becoming a rich data platform, leading to new opportunities in distribution, content creation and monetization.**

How to get ready for the fact that ad sales is moving from selling breaks in programs to selling packaged audiences?

How has the relationship with advertisers evolved over time? Do sales houses need to up their game when it comes to direct contact with clients? How to innovate cleverly?

**Maarten Albarda, Chief Executive Officer, Flock Associates**

**10:00 – 10:30**

### **Coffee break**

**10:30 – 11:30**

### **Culture first: Improving marketing effectiveness is a new business imperative**

Lessons learned from 20 leading brands: How is marketing accountability closing the gap between marketing and finance? What are the key performance metrics advertisers use today and what are the missing KPIs in their marketing plans? What does it mean for sales houses' future and their mission to contribute to profit and growth?

**Fran Cassidy, Founder, Cassidy Media Partnership**

**11:30 – 12:15**

### **Participants' case studies**

Sharing of valuable insights, real case studies and innovation with colleagues.

The Be Transparent project: highlighting TV's brand safety, **Laura** (Rai Pubblicità)

Providing clients with figures: The Total Video Key Facts, **Sean** (RTL AdConnect)

Convincing Calvin Klein and their PR agency to go on TV, **Michael** (SeveOne Media)

**12:15 – 13:00**

### **Lunch Break**

13:00 – 13:30	<b>Debrief working group on the changing role of media agencies</b> One <i>rapporteur</i> per working group makes a quick summary of what has been discussed in their group. These reflexions will be useful for the afternoon discussions.
13:30 – 14:45	<b>Performance innovation: adapting to the clients' new expectations</b> TF1 Publicité guarantees results for campaigns optimised on the “purchased quantity GRP”, rather than on socio-demographics. <b>Laurent Bliaut</b> , <i>Deputy General Director, Marketing and R&amp;D, TF1 Publicité</i>
14:45 – 15:15	<b>Coffee break</b>
15:15 – 16:15	<b>Brand KPIs to drive a business forward</b> How to measure what counts? How to communicate to clients about this? <b>Tim Hussain</b> , <i>Head of Digital, Ebiquity</i>
16:15 – 17:45	<b>Participants' case studies</b> Sharing of valuable insights, real case studies and innovation with colleagues. A platform neutral strategy, <b>Jannike</b> (TV4) Dollar Volume Discount to maximise revenues and minimise discounts, <b>Sandra</b> (CBC) Launching an online offer as first actors on a market, <b>Tea</b> (Inter Media) 360 campaign & branded content with Nina Sanders, <b>Melvin</b> (RTL Netherlands) AFP to increase awareness of solar power product Gen-i, <b>Vid</b> (Pro Plus) Virtual Reality projects for the World Cup, <b>Antoine &amp; Olivier</b> (TF1 Publicité)
17:45 – 18:00	<b>Conclusion of the day</b> <b>Maarten Albarda</b> , <i>Chief Executive Officer, Flock Associates</i>
19:30	<b>Networking dinner</b> In the city centre of Brussels – Restaurant L'Estaminet du Kelderke (Grand Place)



**Fran Cassidy**



**Laurent Bliaut**



**Tim Hussain**

# Wednesday 24<sup>th</sup> - DAY 03

## Marketing, B2B and Sales

**Mentor of the day: Malte Hildebrandt, Brand Marketing Expert** – the former CMO's point of view



Malte is an experienced Media, Marketing, TV & Sales executive.

On top of having an experience in the FMCG field, with Philip Morris and Braun, he spent nearly 15 years with the ProSiebenSat.1 Group (incl. SevenOne Media), **where he was heading the central marketing for both the broadcaster and the sales house, as Chief Marketing Officer.**

Malte has also always been actively involved in the promotion of television as advertising medium: he was a board member of egta for 6 years, mentoring the team on marketing related issues, and is today actively involved in Screenforce Germany (the trade body for TV sales houses), on top of the brand consultancy activities he still carries out.

**08:45 – 10:00**

### Marketing at its best: creating brands that clients trust

Making brand care a priority: with the current issues of transparency and fraud faced by the digital industry, it is more important than ever to emphasise the trust advertisers can have in TV. Facing the fragmentation of usage, the pressure on prices and the demands of guaranteed effectiveness by clients, how can a sales house position itself as a key actor in the video ecosystem?

Insights into the key role the marketing department plays – and increasingly so – in a modern TV sales house.

**Malte Hildebrandt, TV & Brand Marketing Expert, April-und-Bonnie**

**10:00 – 10:30**

### Coffee break

**10:30 – 11:20**

### Addressable advertising

Combining the power of digital advertising and analytic solutions with linear TV to unlock new sources of revenue for broadcasters. What are the strategic mistakes to avoid when building an addressable offer? How to find the right balance between a sales house's main sources of revenue, and new diversification solution such as targeted advertising?

**Sebastian Busse, Director Addressable TV, Smartclip**

**11:20 – 12:20**

### Participants' case studies

Sharing of valuable insights, real case studies and innovation with colleagues.

The Impact of SVoD on linear viewing, **Ricardo** (SevenOne Media)

Multiplatform campaign for Original Lifestyle VoD content, **Ken** (RTE)

OTT establishment survey & the OTT target group management, **Katharina** (Sky Media)

Rebranding of IP Network into RTL AdConnect, **Caroline** (RTL AdConnect)

**12:20 – 13:00**

### Lunch break



13:00 – 13:40

### GDPR and e-privacy

- Understanding these game changers for our industry.
- Investing the opportunity to gain trust and transparency by becoming more relevant and open doors to more valuable relationships.
- Awareness-raising and compliance: reconfiguration of traditional responsibilities within a sales house's teams.

**Conor Murray**, *Regulatory and Public Affairs Director, egta*

**François Lavoir**, *European Affairs Policy Advisor, egta*

13:40 – 14:40

### Data and Research, a match made in heaven to enrich sales and marketing strategies.

How should sales houses adapt their marketing & sales team structures to face the future opportunities brought by data, AI and machine learning?

Avoiding the pit-fall of being "data rich, but insight poor".

**Jere Teutari**, *Outgoing SVP Marketing & Analytics, MTV Oy Finland*

14:40 – 15:00

### Coffee break

15:00 – 16:10

### Participants' case studies

Sharing of valuable insights, real case studies and innovation with colleagues.

Creation of a new position: Digital Campaign Manager, **Barbara** (RTL AdConnect)

TV integration into digital branded content & social channels, **Robin** (CBC)

What addressable TV means to us in Austria, **Matthias** (IP Austria)

How to get the best ROI of egta's platform, **Anne-Laure** (egta)

### Conclusion of the day

**Malte Hildebrandt**, *TV & Brand Marketing Expert, April-und-Bonnie*

16:15 – 16:30

### Closing of the ESEA: Diplomas & Bubbles

Followed by the departure of participants



Sebastian Busse



Conor Murray



François Lavoir



Jere Teutari

*All presentations will be given to you at the end of the event on a USB stick.*

*They will also be available on our catch-up platform online ([egta.com](http://egta.com)).*

*Please note that, unlike our usual conferences, the presentations are not filmed.*

