



**RADIO** SESSION

LIVE EVENT - STOCKHOLM  
06/10/2022

**M & S**

**EGTA MARKETING & SALES MEETING**

AUDIO AD SALES, TECHNOLOGY & MARKETING – STRATEGIES,  
TOOLS & BUSINESS CASES

Organised by **egta.**

Hosted by 

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08:45 – 10:55

SESSION 01 – Advances in radio and audio ad sales

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Welcome and happy birthday to egta's radio department

**Making data and technology work for radio**

Login and data strategy to power audience targeting and real time reporting



Rune Hafskjær, Chief Digital Officer, P4 Group, Viaplay Norway



**Podcast Ad Planner**

Planning tool to find the perfect podcast audience match



Katharina Zeschke, Business Development Director, RMS



**Increasing the value of audio inventory**

Innovations in audio formats, monetisation and attribution



Brieuc Verwilghen, VP, Head of Commercial Partnerships & Strategy, EMEA & APAC, Adswizz



SESSION 2: Engaging radio apps and innovations

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**Innovations in radio**

Apps, streams and artificial voices



Rüdiger Landgraf, Head of Strategy, Research and Digital Developments, kronehit



10:55 – 11:25

COFFEE BREAK

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11:30 – 13:00

SESSION 2: Engaging radio apps and innovations *(continued)*

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**Digital strategy on mobile**

A successful case of an integrated radio app strategy

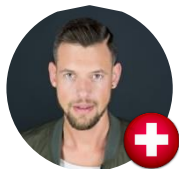


Ana Ormaechea Hernandez, Chief Digital Officer, Prisa Radio



## Mobile audio experiences

How to harness technology for user experience and monetisation on mobile



Jan Müller, Chief Executive Officer, Brands Are Live



## SESSION 3: Unlocking radio's creative potential

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### Create and sell dreams

How to increase radio's role in the media mix via creative partnerships



Manu De Coninck, Audio-visual Sales Expert, DPG Media



### Beyond the 30-second spot

Best practice in creative brand solutions and integrations



Teresa Blomgren, Head of Creative Solutions, Viaplay Sweden



13:00 – 14:00 LUNCH

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14:00 – 16:00 SESSION 3: Unlocking radio's creative potential *(continued)*

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### Making radio top of mind

How to excite the new generation of media professionals for radio advertising in a cross-media landscape



Marit Ginevro, Head of Marketing, VAR



### Getting the best out of the creative process

Designing impactful solutions for brand partners



Anna Hansson, Head of Brand Partnership, Bauer Media Audio

Ulf Lindström, Creative director, Bauer Media Audio



## SESSION 4: Raising the profile of radio

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### How to make your favourite medium shine

Let's hear it from the radio trade bodies

With contributions from:



Ciarán Cunningham, Chief Executive Officer, Radiocentre Ireland



Juliane Henze, Freelance Project Manager, Radiozentrale



Riina Aho, Research and Development Manager, RadioMedia



16:00

Closing remarks & end of the conference

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With thanks to our partners

**adswizz**



aprile consulting



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ARE LIVE

**CATANEO**

**KANTAR**

**Nielsen**

List of participants

Radio Stream



[https://cli.re/2022\\_MS\\_whos\\_who\\_RA](https://cli.re/2022_MS_whos_who_RA)

TV Stream



[https://cli.re/2022\\_MS\\_whos\\_who\\_TV](https://cli.re/2022_MS_whos_who_TV)

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