



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 - Innovations in radio and audio ad sales

Welcome & happy birthday to egta's radio department

Making data and technology work for radio

Log in 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



More speakers of the session to be announced shortly

11:00 – 11:30

COFFEE BREAK

11:30 – 13:00

SESSION 2: Engaging radio apps

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



More speakers of the session to be announced shortly

13:00 – 14:00

LUNCH

14:00 – 15:15

SESSION 3: Unlocking radio's creative potential

Beyond the 30-second spot

Best practice in creative brand solutions and integrations



Teresa Blomgren, Head of Creative Solutions, Viaplay Sweden



Getting radio to the 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



15:15 – 16:00

SESSION 4: Raising the profile of radio

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



More speakers of the session to be announced shortly

16:00

Closing remarks & end of the conference

With thanks to our partners



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