

egta.

50TH

ANNIVERSARY
CELEBRATION

 **6-7 JUNE**

 **LONDON**

CEOs' & TOP EXECs' SUMMIT

TV & RADIO



CEOs' & TOP EXECs' SUMMIT

6-7 JUNE 2024

King's Place - 90 York Way - London N1 9AG

Hosted by



NBCUniversal



[>> REGISTER HERE <<](#)

PROGRAMME OVERVIEW

THU 6 JUNE DAY 01	FRI 7 JUNE DAY 02
	08:15 – 08:45 WELCOME COFFEE
09:45 – 10:15 WELCOME COFFEE	08:45 – 13:30 TV SESSION
10:15 – 13:00 TV & RADIO SESSION	08:45 – 13:30 RADIO SESSION
13:00 – 14:00 NETWORKING LUNCH	13:30 – 14:30 NETWORKING LUNCH
14:00 – 17:30 TV & RADIO SESSION	
19:00 NETWORKING DINNER	

THU 6 JUNE | DAY 01 | TV & RADIO

09:45

WELCOME COFFEE

10:15

TV & RADIO SESSION

▶ Opening remarks from egta's President and Director General



Walter Zinggl, CEO, IP Österreich & President, egta



Katty Roberfroid, Director General



▶ Keynote: How will the era of user-centricity shape media?



Evan Shapiro, Media Universe Cartographer



▶ Televisionaries: Navigating the hypercompetitive media landscape through successful collaboration

A panel discussion with our UK hosts:

Moderated by:



Kelly Williams,
Managing Director,
Commercial



Veriça Djurevicz,
Chief Revenue
Officer



Brett Aumuller,
Managing
Director



Lindsay Clay,
Chief Executive
Officer



▶ **Disney's recipe for success: Getting ad load, ad experience and ad policy right**



Rita Ferro, President, Global Advertising



In conversation with:

Justin Lebbon, Co-Founder & Director



▶ **There has never been a better time to work in audio: Unlocking growth opportunities for Bauer brands**



Abby Carvosso, Chief Commercial Officer



13:00

NETWORKING LUNCH

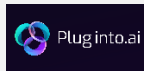
14:00

TV & RADIO SESSION – CONTINUED

▶ **A bottom-up approach: Unlocking AI's transformative power for media and sales houses**



David Gruenewald, Founder



▶ **TV as a performance medium: What can brands expect from a well-executed multi-screen campaign?**



Speaker to be confirmed

NBCUniversal

▶ **The evolving role of sales house: NRJ's journey to become an all-encompassing media partner and audio advisor**



Cécile Chambaudrie, Director General



► **Going beyond traditional reach campaigns to meet the needs of clients and the evolving role of media agencies**



Steve King, Chairman of Europe

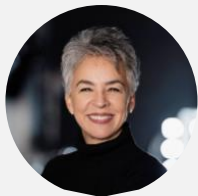


In conversation with:

Justin Lebbon, Co-Founder & Director



► **Constructive disruption, in-housing and effectiveness: Understanding P&G's media strategies**



Taide Gajardo, Chief Brand Officer, Europe



16:00

COFFEE BREAK

16:30

TV & RADIO SESSION – CONTINUED

► **The needs and expectations of advertisers are evolving in today's multi-layered and fast-paced advertising ecosystem**

A panel discussion with senior advertisers:

Moderated by:



Simon Peel,
VP Global Marketing



Vala Magnadottir,
Consultant, Former
Global Strategy &
Investment Media
Leader,
IKEA



*More panellists
to be confirmed*



Jon Evans,
Chief Customer Officer &
"The Uncensored CMO"
podcast host



▶ **Scoring big in the streaming era: How to leverage hyper-distribution to amplify sports content by reaching every fan on every platform**



Katie Coteman, GVP, Head of Advertising and Partnerships



In conversation with:

Jamie West, Independent Consultant & Former Deputy Managing Director, Sky Media UK

17:30

END OF DAY 01

19:00

NETWORKING DINNER



King's Place
Battlebridge Room, Ground floor

90 York Way, London N1 9AG

08:15

WELCOME COFFEE

08:45

TV SESSION

▶ Opening remarks



Anne-Laure Dreyfus-Coutinho, TV Director

egta.

▶ The challenger mindset: Learnings from brands that are bolder, braver and get fast results, and how they can be applied to the TV industry



Susie Millburn, Strategy Director

eatbigfish.

▶ Being bold in the face of falling TV ratings: Drive transformation through openness, flexibility, accountability and client-centricity



Stephane Coruble, CEO, RTL AdAlliance

RTL

▶ Including all audiences: Diageo's journey to accessible ads and their collaboration with TV companies



Anna MacDonald, Marketing Director

DIAGEO

▶ TV can lead the change in media currencies: More sophistication amid an abundance of data and research



Nick Manning, Founder, Encyclomedia International

▶ 'Politics is not enough, we need to talk about the pipes': A reality-check on data, measurement and currencies



Jeff Eales, Director of Systems Strategy



11:00

COFFEE BREAK

11:30

TV SESSION - CONTINUED

▶ Comprehensive and impactful premium video: From retail media partnerships to new ad-tiers, insights into Paramount's business outcomes-focused strategy



Lee Sears, President Ad Sales International Markets



▶ Three pillars in Altice's hyper distribution strategy: CTV development, diversification of news formats, and content to reach young audiences



Raphael Porte, Director of Advertising Sales



▶ A Nordic perspective on repositioning TV towards media buyers through a unified Advanced TV offer



Sauli Asikainen, Vice President, B2B Sales & Marketing



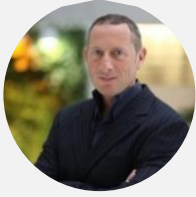
▶ Insights into Corus' five-step strategy to drive growth in Total Video with better insights on intra-digital planning and cross-platform optimisation



Spencer Charters, Vice President, Advertising Products



► **Strategies for the future of Total Video: Conclusions from French industry groups with advertisers and agencies to reshape their business**



Laurent Bliaut, Deputy General Director at TFI Publicité and incoming egta President



egta.

13:30

CLOSING NETWORKING LUNCH

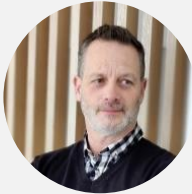
08:15

WELCOME COFFEE

08:45

RADIO SESSION

▶ Opening Remarks



Thierry Mars, Radio Director



▶ Unleashing the full potential of radio: Shaping the future and responding to the challenges of commercial radio



Matt Payton, Chief Executive Officer



▶ Radio everywhere: Joining forces to ensure radio's prominence in a connected world



Yann Legarson, Chief Executive Officer



▶ Amplifying success: Growth opportunities for audio businesses, inspiration from Estonia



Raido Soom, Member of the Management Board



► **Innovations at the heart of Bauer strategy: Latest trends and innovations in the areas of audio product development, audience engagement and brand solutions**



Ben Cooper, Director Content & Music



Rebecca Frank, Content Director KISS Network



► **Redefining radio: Unlocking new formats, audiences and revenue streams**



Raphaëlle Garrido, International Sales Manager



11:00

COFFEE BREAK

11:30

RADIO SESSION CONTINUED

► **The digital journey: Designing a digital-first approach to audio product development and monetisation**



Burak Can, Chief Executive Officer

Karnaval Media Group

► **Working on the future of media: Redefining creativity and innovation in media through the use of AI**



Alix de Goldschmidt, Head of Innovation, AI & Data



► The challenger Mindset: Learnings from brands that are bolder, braver and get results, and how they can be applied to the radio industry



Suzzie Milburn, Strategy Director

eatbigfish.

13:30

CLOSING NETWORKING LUNCH

Organised by:



With special thanks to our partners:

**Adwanted
Group**

CATANEO

FREƏWHEEL

 **Nielsen**

 **TRITON**