

14 & 15.02
2017
Brussels

BFAA

Business
Fundamentals
Academy

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DAY 00 (MONDAY 13th)

16h30 – 19h15: OPENING SESSION

16h30 – 16h45

Welcome coffee

16h50 – 17h00

Welcome words

A few words about egta and an introduction to the programme.

Opening Key Note and food for thought

17h00 – 18h00

What are the challenges of today's new digital ecosystem? What does it mean for the linear TV business and what consequences does it have on the new rules for the digital sphere?

Bart De Pauw, Founder, Piezö

18h00 – 19h15

Speed networking exercise

Get to know the colleague with whom you will spend the next two days



Bart de Pauw is a hands-on media entrepreneur and people manager with visionary talent for bringing transformations to a good end, resulting in team successes and clear business results. He started his career in the early 90's and has since then worked for market research companies, TV sales houses, a media agency and a press group. In 2015, Bart started his own consultancy company, for business strategy and innovation in media technology and services.

19h30

Opening dinner for all participants

in the city centre of Brussels (Pampas, Sainte Catherine)

DAY 01 (TUESDAY 14th)

9h00 – 17h30: FOCUSING ON LINEAR TV'S STRENGTH, INVESTING IN TODAY'S BUSINESS THROUGH INNOVATION.

Mentor of the Day: Fran Cassidy, Owner, Cassidy Media Partnership & Marketing and Advertising Consultant



Fran has had over 25 years' experience in the marketing sector- in agencies, as a client, and as a media owner. For 12 years she was Marketing Director of Carlton Television (ITV). For the last 15 years she has run an independent marketing and research consultancy specialising in broadcast and online media, marketing services and the entertainment sector as a whole, working for media and marketing industry clients in the UK and Europe but also in US, Asia and Latam. She is a professional researcher and focusses upon reputation management, broadcast measurement, marketing effectiveness and data analytics.

Overview of the opportunities faced by our industry, as TV becomes "Total Video"

09h00 – 10h00 – What are the challenges to take into account for your linear business when your sales house is starting to open up to digital with a limited budget?

Fran Cassidy, Owner, Cassidy Media Partnership & Marketing and Advertising Consultant

Effective sales techniques

10h00 – 11h00 – Successful solutions and dead ends of different sales practices, tried and tested through the years. Reaching a balance between the broadcaster's desires and clients' comfort.

Marcin Wisniewski, Sales Support Manager, TVP Poland

11h00 – 11h30 – **Coffee Break**

A focus on pricing methods

11h30 – 12h30 – An overview of existing pricing methods in Europe and insights into innovative new techniques. Pros and cons. Lessons learned from countries across Europe.

Thomas Muckenschnabel, Director Pricing & Media Strategy, SevenOne Media Germany

12h30 – 13h30 – **Lunch break**

When you see the digital storm coming

13h30 – 14h30 – An overview of recent changes implemented within RMB to face the arrival of digital: a change required in the mentality of the Sales/marketing teams, a change required in the tools created within the sales house.

Sandrine Christodoulou, BU Audiovisual Director, RMB Belgium

Leverages to increase revenue and to reassess the value of TV

14h30 – 15h30 – How to make the best of ratings, capacity, airtime value, measurement, selling methods and distribution to impact the health of your business.

Arian Buurman, Consultant & Formerly Chief Executive Officer of Ster (Netherlands)

15h30 – 16h00 – **Coffee Break**

Think Digital

16h00 – 17h00 – The story of an ad agency which went fully digital: lessons learned and tips for companies facing digitalisation. Followed by thoughts about the impact digitalisation had on advertisers' needs.

Hugues Rey, Chief Executive Officer, Havas Media Group Benelux

Tools to argue in favour of television

17h00 – 17h30 – Audience measurement, efficiency, ROI, trust, accountability: Resources marketer should master proving TV's power so as to face clients' reluctance?

Anne-Laure Dreyfus, Director TV, egta

19h30 - Closing dinner in the city centre of Brussels (Hard Rock Café on The Grand Place)

DAY 02 (WEDNESDAY 15th)

09h00 – 16h30: FOCUSING ON DIGITAL TV'S STRENGTH, INVESTING IN TOMORROW'S BUSINESS THROUGH INNOVATION.

Mentor of the day: Jon Watts, Director and Co-Founder, MTM



Jon Watts has worked across the media and telecommunications sectors since the early 1990s, leading a wide range of strategic projects with leading broadcasters and studios, mobile and fixed-lined operators, digital media and online companies, youth marketers and entertainment rights holders. Prior to founding MTM, Jon worked at Spectrum Strategy Consultants for six years.

Overview of the challenges faces by our industry, as TV now becomes "Total Video".

09h00 – 09h45 – What are the challenges to take into account for your digital business when your sales house is starting to open up to digital?
Jon Watts, Director and Co-Founder, MTM

The advertiser's point of view

09h45 – 10h45 – What are the expectations and needs of a *pure player* advertiser in today's complex digital media landscape when trying to establishing a new brand and attract new clients?
Gregory Schiltz, Marketing Director, Wink.be

10h45 – 11h15 – **Coffee Break**

Embracing special formats

11h15 – 12h15 – Sponsorship, product placement, branded content and digital formats – how to include them in a successful packaging of offers and continuously develop creative new offers?
Ales Muhic, Sales Director, ProPlus Slovenia

12h15 – 13h15 – **Lunch break**

Marketing at its best

13h15 – 14h15 – How to develop consumers' loyalty to TV brands - studies of effectiveness and what we can learn from them.
Malte Hildebrandt, Marketing & Brand Consultant (former CMO ProSiebenSat.1)

14h15 – 14h30 – **Coffee Break**

Launching or rethinking a VOD offer

14h30 – 15h30 – What difference between an SVOD and an AVOD strategy? Are both compatible? How to package and monetise it?
Jon Watts, Director and Co-Founder, MTM

15h30 – 16h15 – **Workshop to implement learnings from the two days**

16h15 – 16h30 – **Closing of the Academy:**
Diplomas & Cocktail