



**26 - 28.06  
2017  
Brussels**

# TV BOOT CAMP

**NAVIGATING THE DIGITAL MAZE:  
how sales houses can strengthen  
TV with precision and  
Innovation**

*For the leaders of tomorrow*

**egta.**

# Day 0 - Monday 26th June, 16h15 - 19h

## Setting up the stage

**Mentor of the day: Bart De Pauw, Founder, Piezo**



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.

**16h15-16h40: Welcome coffee**

**16h40-17h: Introduction to the Bootcamp**

Katty Roberfroid, *Director General, egta*

Anne-Laure Dreyfus, *Director TV, egta*

**17h-18h: SWOT analysis of the TV industry**

What are the challenges every senior executive in a sales house should be aware of today? How can TV broadcasters make the most of the digital shift that took place in the audio-visual industry, whilst strengthening TV's lead?

Bart De Pauw, *Founder, Piezo*

**18h-19h: Speed networking exercise**

Meet all the participants and understand the challenges they are facing today and tomorrow.

**19h30: Participants' diner in the city centre of Brussels**

# Day 1, Tuesday 27th June, 8h45 – 17h45

## Sales, Pricing and Automation

Insights into today's challenges: Understanding who TV's real competitors are. Know your enemies and identify your partners. Understanding the potential game changers of our industry.

**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 US. 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.

**08h45-10h: 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?

Maarten Albarda, *Chief Executive Officer, Flock Associates*

**10h-11h: One hour dedicated to the advertiser's point of view**

What does it mean today to be faced with the reality of TV merging into video? How to find the balance between reach and targeting? How have clients' needs evolved in the last year and what are their new demands?

Speaker to be confirmed

**11h-11h30: Coffee break**

**11h30-12h30: Participants share best case studies**

**12h30-13h20: Lunch break**

**13h20-14h20: A focus on pure players - understanding the needs of new clients to TV advertising**

How to support digital-first clients when they are in search of growth and mass reach, with clever packages and adapted pricing solutions?

Jan-Paul de Groot, *Direct Response Director, Helder+Maxus*

**14h20-14h35: Grab a cup**

**14h35-16h15: 100 minutes to get a good grasp at programmatic advertising**

Challenges and doubts faced by sales houses designing a programmatic strategy

James Grant, *Senior Director – Key Account Solutions, Freewheel*

Lessons learned from an egta member who has started from scratch to implement programmatic sales in its structure

Franck Litewka, *Head of Business Development, RTL AdConnect*

**16h15 -16h30: Grab a cup**

**16h30-17h30: Participants share best case studies**

**17h30-17h45: Conclusion of the day**

**19h30: Participants' diner in the city centre of Brussels**

# Day 2, Wednesday 28th June, 9h – 17h

## Marketing, B2B and Market Insights

TV is not going anywhere... it's going everywhere! In the face of strong internet giants, how do TV sales houses strengthen their offer, their brand image and their relationship with advertisers with effective and convincing marketing, B2B strategies and sales strategies?

**Mentor of the day: Zoltan Vardy, Founder & CEO, Medient Consulting** – the former broadcaster'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).

### 9h-10h: The changing DNA of TV sales houses

How sales houses must adjust their approach to the market and how they communicate to their customers so they don't just survive, but thrive in the new digital ecosystem

Zoltan Vardy, *Chief Executive Officer*, Medient Consulting

### 10h-11h: The evolving role of the media agencies

How can sales houses and agencies work hand in hand to serve clients' interests better and solve problems of transparency and trust in a complex digital landscape?

Jean-Luc Chetrit, former CEO Carat France and newly appointed President of UDA (Advertisers' association)

11h-11h30: Coffee break

### 11h30-12h00: Participants share best case studies

### 12h00-13h00: Rethinking, rebranding and repositioning a VOD platform

How MTG conquered the market with their ad funded VOD service, Viafree

Hanna Bergenwald, *Product Manager Viafree*, MTG

13h00-13h45: Lunch break

### 13h45-14h30: Understanding the challenges of audience measurement

Robert Schäffner, *Head of Convergence*, Mediengruppe RTL

### 14h30-15h00: The promotion of Television

Tools to prove TV's unmatched effectiveness - overview of must-know resources and tools for sales houses

Anne-Laure Dreyfus, *Director TV*, egta

15h00-15h10: Coffee break

### 15h10-16h30: Participants share best case studies

### 16h30-16h45: Discussion and conclusion of the training

### 16h45-17h: Diplomas & bubbles – end of the Boot camp

## More about this training:

Target group: We Leave it up to you, the CEO, General Managers and Head of Departments to decide who you see as the potential "leaders of tomorrow". The ideal candidate has worked in the media industry for a number of years and has the potential to be trusted with a leadership position in your company in the years to come, which is why this foundation laying and mind opening programme is perfect for them.

The training requires an active participation for two days and a small amount of preparation work (essentially a short, 10-minute case study presentation).

Concretely: The commitment to participate in this event starts on Monday 26<sup>th</sup> at 16h (welcome at 15h30) and finishes on Wednesday 28<sup>t</sup> at 16h30. The group will consist of a maximum of 22 participants from all over Europe, mostly advanced markets. Participants will learn from seasoned executives and though leaders of our industry, but will also have time to exchange best case studies amongst themselves.

Aim: This training is designed to be operational in nature, rather than strategic, even if students will be asked to reflect on "the bigger picture" of our industry's future. Over two days we will tackle important issues impacting the daily job of the different departments within a sales house (Sales, Pricing, Marketing, Research). Each day will be guided by a mentor, who will put his knowledge and experience at the service of the 'students'. Three to four additional speakers, from all sides of our industry, will then concretely dive into various topics impacting TV's future.

To register: <http://www.egta.com/?page=event-registration&idEvent=96>

Price: 1.300 € (this price does not include hotel, nor travel costs, but it includes lunches and dinners).

For more information you can contact: [annelaure.dreyfus@egta.com](mailto:annelaure.dreyfus@egta.com)

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