



When the boundaries between television and video start to blur: a guide to some fundamental changes in approach... or not!

18 - 20 JAN 2016 | BRUSSELS

egta's T/V ADVERTISING BOOTCAMP

TRAINING THE LEADERS
OF TOMORROW

egta.

17h00-19h30

DAY 0: **Monday** 18 January

(at the Marivaux Hotel)

17h00-17h15

Welcome Coffee

17h15-17h45

Introduction

What can egta do for you?

What to expect from this training?

Who are you, what are your challenges?

Practical information about the next days

Anne-Laure Dreyfus, Communications Director, egta

17h45-18h15

Making television strive in the digital age.

Your role as drivers of excellence in a time of change.

Bart de Pauw, Manager Centre of Excellence,

Sanoma Media Belgium

18h15-19h15

Speed Networking exercise amongst the participants

19h30

Networking diner at The Marivaux "Meat Me" Restaurant

8h45-17h30

DAY 1: **Tuesday** 19 January

(at egta's offices)

Mentor: Heikki Rotko

Understanding the potential game changers of our industry

8h30-8h45

Welcome coffee

8h45-9h

Introduction to the day and training

Katty Roberfroid, Secretary General, egta

9h-10h

An introduction to today's challenges: Understanding who TV's real competitors are. Know your enemies, identify your partners and get your figures right!

Heikki Rotko, Digital Media Consultant and honorary egta president (CEO of MTV Finland 2012-2015)

10h-10h15

Grab a cup of coffee

10h15-11h15

The new narrative of TV

Let's reinvent the way we speak about television and make sure we "tell a vision" about the strength of our medium.

Simon Tunstill, Head of Communications, Thinkbox

11h15-11h30

Grab a cup of coffee

11h30-12h30

Best practice sharing by 6 participants:

The long tail of TV formats : Digital extensions, second screen or apps

12h30-13h30

Lunch break

13h30-14h30

The role of digital in a TV sales house

How does or should a TV sales house digitally transform? What to keep in mind when you sell TV content?

Beatriz Medina Layuno, Digital Adsales Director, Atres Media

14h30-14h45

Grab a cup of coffee

14h45-15h45

Effective and convincing marketing and B2B strategies

How to best package your multi-platform offers and how to successfully approach clients?

Laurent Bliaut, Deputy General Director Sales TV, digital & 361, TF1 Publicité

15h45-16h00

Grab a cup of coffee

16h00-17h00

An agency's insight : Get your figures right!

What are the real differences in size between YouTube audience and TV; between online and linear? And what does it mean for you when you sell TV advertising and its digital long tail?

Andrea Malgara, Managing Director, Media Plus

17h00-17h30

Best practice sharing by 4 participants

Partnering up with online giants

19h30: Closing diner at Cercle des Voyageurs

8h30 - 16h30

DAY 2: Wednesday, 20 January

(at egta's offices)

Mentor: Thierry Tacheney

TV is not going anywhere...it's going everywhere!

8h30-9h15

What are today's challenges for TV sales houses?

An overview of important challenges faced by our market today and potential solutions to be implemented by the television industry to address the change towards the fluidity of content.

Thierry Tacheney, Chief Executive Officer, Divedia (CEO of SBS Belgium 2009-2013)

9h15-10h00

Understanding today's challenges: Sales automation

Is programmatic anything else than automated yield management? What is the difference between RTB, DAI, programmatic and addressable? What are the opportunities and challenges for broadcasters?

Jon Watts, Director and Co-founder, MTM

10h00-10h30

Coffee break

11h30-12h00

The secret formula to a broadcaster's - and its sales house's - success

Six strings to pull to influence your business. The basics of what makes your company profitable, where you can make a difference.

Thierry Tacheney, Chief Executive Officer

12h00-13h00

Constructing a strong offer through clever sales & pricing methods

An overview of pricing methods in Europe: Understanding the optimisation possibilities of what you consider to be "business as usual".

Will Davies, Head of Ad Sales Planning and Strategy, Europe & Africa, Fox International Channels

13h00-13h45

Lunch break

13h45-14h30

Understanding today's challenges: Audience measurement

Where are we today when it comes to the harmonisation of audience measurement across platforms? Will the GRP be replaced any time soon with a new currency? An overview of the European reality.

Laurence Chausson, International Business Development Director, Kantar Media

14h30-14h45

Grab a cup of coffee

14h45-15h45

Best practice sharing by 6 participants:

Winning back a client who left TV (or a sales house) or convincing an advertiser who had never advertised on TV before.

15h45-16h30

Conclusion of the training programme & Diploma ceremony

What does it mean concretely?

If you believe in the potential of some of your co-workers, send them to Brussels for two days to boost their career and knowledge!

Our format puts them in the centre of the learning experience to help them acquire a vision to drive meaningful changes across your sales house.

Target group: We leave it up to the General Managers and Heads of Department to decide who they 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, yet 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).

The commitment to participate in this event starts on Monday 18th January at 17h and finishes on Wednesday 20th January at 16h30. The group will consist of a maximum of 20 participants from all over Europe, who will also have time to exchange best case studies amongst themselves.

Aim: This training is designed to be operational in nature, rather than strategic. Over two days we will tackle important issues impacting the daily job of the different departments within a sales house. Each day will be guided by a *mentor*, who will put his knowledge and experience at the service of the *students*. Our two mentors were themselves been CEOs of both sales houses and broadcasting companies for several years and understand very well the needs of these executives.

Price: 1,300€ (including 2 diners. Please note that hotel nights and flights are not included).

Registration procedure: Please register by writing to annelaure.dreyfus@egta.com before 7 December. There are currently 12 seats left! We will proceed on a first-come-first-served basis!

Your contact person:

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