



02 & 03/12/2021

ONLINE EDITION - RADIO

CEOs & TOP EXECs', SUMMIT

**MASTERS OF OUR OWN DESTINY:
LET US BE THE ONES WHO EVOLVE
THE RADIO/AUDIO MODEL**

Organised by

egta.

Thursday 2nd December - Radio

14:00 – 15:05

FUTURE-PROOFING RADIO – RADIO SALES HOUSES AND THEIR TRANSFORMATION TO THRIVE IN A FULLY DIGITAL ECOSYSTEM



Collaboration and joining forces to grow the share of radio and audio in the Netherlands

Joris van der Pol, Managing Director OMS, Talpa Media Solutions & President, RAB Netherlands

Liedewij Hentenaar, Director, RAB - Radio Advies Bureau NL



Audio innovations and new business solutions to support brands' audio marketing

Cécile Chambaudrie, NRJ Group General Manager - Business Development and Digital Activities Development, NRJ Group

15:05 – 15:10

SHORT BREAK – GO GRAB A CUP

15:10 – 16:00

FUTURE-PROOFING RADIO – RADIO SALES HOUSES AND THEIR TRANSFORMATION TO THRIVE IN A FULLY DIGITAL ECOSYSTEM



The transformation of our audio business models and disrupting 'ourselves' for future growth

Abby Carvosso, Director of Commercial Transformation, Bauer Media Audio UK



Future-proofing radio

Frédéric Gérard, Head of Radio & Digital Audio, RTBF

Valérie Janssens, Director of Development, RMB



Advancing product development and monetisation of radio brands to secure audiences and revenues for the future

Denis Serikov, Managing/Program Director, NRJ Russia

16:15

END OF THE THURSDAY WEBINAR

Friday 3rd December - Radio

10:00 – 10:40

ADVANCING ADVERTISING TECHNOLOGY OF RADIO



Audio advertising at scale: innovations and insights from the Nordics

Jim Receveur, Chief Executive Officer, Bauer Media Denmark



Creating a true cross-platform buying solution and taking audio marketing to a whole new level of targeting and scale to close the gap between audio consumption and audio ad spend.

Benjamin Masse, Global Managing Director, Strategy & Market Development, Triton Digital

10:40 – 10:45

SHORT BREAK – GO GRAB A CUP

10:45 – 11:30

ADVANCING ADVERTISING TECHNOLOGY OF RADIO



Advancing ad tech and data-driven radio and audio sales

Matthias Schenk, Director Publisher Management, RMS



Radio for the connected era and the future of radio on the dashboard

Jacqueline Bierhorst, Country Manager, Radioplayer NL

11:30

END OF THE WEBINAR

Organiser



Main partner



Supporting partners



aprile consulting

CATANEO

FRESHWHEEL
A COMCAST COMPANY



smartclip



streamhub™

Magnite



targetspot



TRITON™
DIGITAL

tv squared