



RADIO STREAM

05/10/2023

RIGA LATVIA 8AM – 2PM

M & S

EGTA MARKETING & SALES MEETING

Organised by **egta.**

Hosted by **3**group

RADIO SESSION

Location: Hotel Radisson Daugava, Riga, Latvia. [Register here.](#)

08:00 – 09:45

SESSION 01: Growing the radio business: Advances in ad-sales strategies

Welcome and opening remarks



Brita Barone, Head of Radio, TV3 Latvia



Thierry Mars, Radio Director, egta



Keynote - the future of radio and AI: Exploring application of AI technology for radio business

Exploring the application of AI technology in the radio business



Tracy Gilliam, Chief Strategy Officer, Futuri

FUTURI



Unlocking brand budgets

Strategies and tools to bring new clients to radio



Matthias Schenk, Director Partner Management, RMS



Radio for new generations

Best practice to reach and engage young audiences



Bertrand Spinelli, General Director and Chief Revenue Officer, Skyrock



The Radio Renaissance in Ukraine

Building a successful radio business in a challenging media market through collaboration with competitors and clients



Markiyano Protsiv, Chief Sales Officer, Lux & 24 Media



09:45 – 10:15

NETWORKING BREAK

10:15 – 12:00

SESSION 02: Innovating for radio: New advertising technologies and formats

Leading the innovation in programmatic radio sales and AI spot creation

Two solutions that make radio and audio campaigns easy to create and buy programmatically



Johannes Ott
Chief Executive Officer, Radio Gong 96.3



Andreas Lang
Chief Executive Officer, Studio Gong



In-game audio advertising

Opportunities to connect global gaming audiences with brands in an immersive environment



Rohan Premnath, Commercial Lead EMEA, Odeeo



Moving ahead

Revolutionising the traditional media sales house model with a client- and content-centric ecosystem



Dimitri Lemmens, Head of Content & Creativity at FLASH, RMB



SESSION 03: Making radio shine - best practice in marketing tactics and creative campaign execution

Raising the profile of radio and audio

The importance of market advocacy and education



Lucy Barrett, Client Director, Radiocentre



12:00 – 12:30

NETWORKING BREAK

12:30 – 13:50

SESSION 03: Making radio shine - best practice in marketing tactics and creative campaign execution (continued)

The best in creative brand solutions

Radio and audio at the heart of successful campaigns



Gavin Deans, Managing Director, Media Central



Rai Play Sound

Introducing an integrated destination for RAI audio brands



Carla Trapani, Marketing Specialist, Rai Pubblicità

Rai Pubblicità



Spotlight on a non-spot brand integration

Impactful and creative summer format with Telia



Justinas Kišūnas, Sales Representative, TV3 Group
Saulius Baniulis, Program Director, Power Hit Radio

3group



Closing remarks



Katerina Borovska, Senior Manager – Marketing & Innovation, egta

egta.

13:50 – 14:30

CLOSING LUNCH

With thanks to our partners

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