



TV / RADIO

28/11/2023

ONLINE TALK WITH IAN WHITTAKER

FINANCIAL STRATEGIES AND DECISION DYNAMICS
FROM AN ADVERTISER PERSPECTIVE

egta.

IAN WHITTAKER
MEDIA, TECHNOLOGY + THE BIGGER PICTURE

www.egta.com

Gain insights from renowned analyst Ian Whittaker's Online Talk on shaping ad investment strategies to resonate with decision-makers and promote advertising as a strategic investment.



Ian Whittaker, Managing Director and Founder, Liberty Sky Advisors



Join us for an enlightening Online Talk featuring Ian Whittaker, twice City AM Analyst of the Year and a leading consultant and research analyst with more than 20 years of industry experience covering media and tech in the financial markets and beyond.

In this unique session, Ian will share his wealth of knowledge and expertise on the perceptions of TV/radio advertising investment within advertisers' boardrooms and management circles.

Understand the various pressures and influential factors that shape advertisers' financial strategies and guide their budgetary decisions when it comes to brand advertising. Uncover how to position advertising as a strategic investment, resonating with top-tier decision-makers and their budgetary priorities. Then gain some advice on how to speak their language to promote your advertising agenda.

REGISTER HERE

Catch up on Ian Whittaker's previous presentations at egta:

- Navigating the streaming landscape: Opportunities for audio and video players – [watch here](#)
egta CEOs and Top Execs' Summit, Warsaw, 2023
- Content streaming and the battle for TV – [watch here](#)
egta CEOs and Top Execs' Summit, Brussels, 2022

NEW

In February 2023, Ian will run a new training for egta members:

"Speaking the language of the CFO: Understanding financial decision-making from the perspectives of advertisers"

[More information and registrations here.](#)