

04/10/2017 (WED)
DUBLIN (IRL)

WORKSHOP ON FM
RADIO REVENUES &
ADVERTISING SALES

MR & S

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Hosted by
RTE

Interactive workshop based on sharing hands-on tactics, tools and experiences to help radio sell advertising more efficiently as well as acquire and keep new clients.

Venue: Hilton Dublin – Harcourt Suite

15:00 – 15:45

Client management – growing the life time value of each advertiser

- ✓ Finding new clients – tactics and tools
- ✓ Client segmentation – diversified approach and tactics towards your client base

Mohamed Bezzaz, *Head of Sales Management, RMS*

15:45 – 16:30

Backbone of broadcast radio revenues - spot advertising sales

- ✓ Tactics and tools to increase ad sales turnover
- ✓ How to attract new business to radio and keep them - after sales services
- ✓ Role of marketing
- ✓ Keeping clients happy – tips to improve client service

Henning Lüdemann, *Sales Manager, RMS*

16:30 – 17:30

Non-spot revenues, brand integrations and sponsorships

- ✓ How to generate 'saleable' radio brand integration ideas and to attract advertisers to existing shows
- ✓ Native advertising cases on radio – how to set up workflows, teams, to brief and understand clients' communication needs and satisfy it with the radio
- ✓ Radio as part of experiential marketing – events for listeners and brands
- ✓ Programming – creative – sales teams – how to ensure fruitful cooperation

Niamh O'Shea, *Agency Radio Sales Manager, RTÉ*

Alan Swan, *Director of Music Content, Content Producer, RTÉ*

17:30 – 18:00

Discussion with participants and sharing of experiences

18:00

End of workshop