



9 OCTOBER



HELSINKI

MARKETING & SALES MEETING

AUDIO SESSION

Organised by



Hosted by



RadioMedia

THU 09 OCTOBER

AUDIO MARKETING & SALES MEETING

8:45 – 9:00

WELCOME COFFEE

09:00

Welcome

► Opening remarks: Setting the scene for the day and overview of the programme.



Thierry Mars, Radio Director, egta



► The Finnish audio landscape: Challenges, opportunities and innovation



Riina Aho,
Research and Development
Manager, RadioMedia

RadioMedia



Stefan Möller,
Chief Executive Officer, RadioMedia

RadioMedia



09:25 – 10:50

Strategies to attract the next generation of audiences and new clients

► Retail media meets audio

How Bauer Media Finland is breaking new ground with Europe's first retail audio network reaching millions at the point of purchase.



Outi Hilakari, Head of Retail Audio, Bauer Media Finland



► Unlocking FMCG budgets: How radio builds brands and complements TV
The P4 Norway success story



Anders Eriksen, Radio Consultant, P4 Group



► Advertising at the speed of sound: How commercial broadcasters lead the way in ad-funded audio



Lucy Barrett, Client Director, Radiocentre



► Radio works for FMCG clients: Measuring impact in real time
Using DJs and influencer marketing to drive measurable sales impact



Johannes Ott, Chief Executive Officer, Radio Gong



10:50 - 11:30

NETWORKING COFFEE BREAK

11:30 - 12:30

Strategies to attract the next generation of audiences and new clients
(continued)

► Stronger together: The multiplier effect of collaboration between sales houses and radio stations



Dimitri Lemmens, Head of Content and Creativity, FLASH - RMB



► How to use the awful weather to promote an alcohol brand?
A case study of a creative event-driven campaign featuring top Finnish artists (...plus a very loooong sausage)



Riku Talvitie, Business Manager - Audio, Sanoma



► Storytelling in action: Winning new clients and unlocking additional budgets through creative ideas



Manu De Coninck, Head of Creative Sales, Mediahuis Radio



12:30

Growth-driving innovations: From programmatic to AI and beyond

► **Empowering local voices: Advertising innovation at scale with Prisa**
Discover how AI is helping all 160 of PRISA's local stations - from small towns to major cities - create fast, polished, and locally resonant audio ads, giving every team the tools to turn campaigns into advertising successes.



Enda Parker, Director of Business Development - Publishers EUK, AudioStack



Olalla Novoa Ojeja, Director of Artificial Intelligence, Prisa



13:00 - 14:15

NETWORKING LUNCH

14:15 - 16:15

Growth-driving innovations: From programmatic to AI and beyond (continued)

► **Programmatic radio: Taking monetisation to the next level**
aireal's SSP turns all audio inventory into convergent, programmatic opportunities - connecting publishers to the future of audio marketing.



Jan Poelmann, Director Demand Side, aireal



► **Unlocking the demand side: The future of programmatic audio**
How adpaq is reshaping audio advertising with the first true DSP for agencies - bringing programmatic buying, AI-powered creativity, and new digital-first clients into audio.



Maarten Duijne, Founder and Chief Executive Officer, adpaq



Frank Kok, Founder and Global Head of Publisher Strategy, adpaq



► **Innovative formats and digital content: Extending the radio experience for audiences and brands**
Attracting the next generation of listeners while creating fresh paths to monetisation.



Lubomir Matejovic, Head of Digital, Bauer Media Slovakia



► Advancing digital audio sales: Tools, tactics, and cases to maximise audio opportunities



Danny Pirnack, Head of Audio Sales Nord, Audio House



► From wow to how: Turning flashy AI into real-world tools for media and business
How can broadcasters fully benefit from off-the-shelf AI and leverage their services and workflows?



Jon Block, Founder, Syllepsis



► Closing remarks



Katerina Borovska-Mascia, Senior Marketing & Innovation Manager, egta



16:15

END OF THE MEETING



List of participants – audio session

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Conference location

[Epicenter](#)
[Mikonkatu 9, 00100 Helsinki, Finland](#)