

10th Radio Thematic Day

Enhancing radio revenues in a digital and multiplatform environment

Thurs 14th (pm) & Wed 15th (am) October, 2010
Point Hotel
Istanbul, Turkey

Topic:

Radio consistently proves itself as an effective and flexible medium for advertisers. In this workshop, egta will bring together representatives from **egta member sales houses** and other **industry partners** to explore how radio can boost revenues from non-traditional advertising formats, by offering cross-media packages and by leveraging the opportunities of new platforms.

Speakers include:

- Erdal Kale, *Starcom Turkey*
- Tanya Hagen, *RMS Germany*
- Frederic Antelme, *TOP Radiovermarktung*
- Jørn Jensen, *The World DMB Forum*
- Mia Dellocca, *Last.fm*
- Erkkka Jaakkola, *Nelonen Media*
- Nuri Çolakoğlu, *Doğan Media*
- Jason Brownlee, *Dollywagon*
- Matthew Carver, *egta*

Event kindly hosted by:



REKSAN REKLAM

egta

association of
television and radio
sales houses

Thursday 14th October

14:00	Welcome	
14:10	The demands of the advertiser in today's radio landscape	Speaker tbc
14:40	Radio as a component of cross-media campaigns: case studies from Germany	Tanja Hagen, Head of Business Development <i>RMS Germany</i>
15:10	Coffee break	
15:30	Advertising and the new audio platforms: emerging technologies and opportunities for partnerships	Mia Dellocca, Head of International Partnerships <i>Last FM</i>
16:00	An analysis of the state of play of digital radio in Europe	Jørn Jensen, President, <i>World DMB Forum</i>
16:30	Radio advertising in a new decade	Nuri Çolakoğlu, President <i>Doğan Media Group</i>
17:00	Close of session	

Friday 15th October

09:00	Welcome	
09:10	A media agency perspective on radio in a new decade	Erdal Kale, Managing Director, <i>Starcom Turkey</i>
09:40	Breaking ground: selling radio with TV in integrated campaigns	Erkka Jaakkola, Vice President, Radio, Sales <i>Nelonen Media</i>
10:10	Coffee break	
10:30	Radio in the age of social media: leveraging new platforms to strengthen the bond with audiences	Frederic Antelme, Director, Branding & Digital, <i>TOP Radiovermarktung</i>
11:00	Radio The Online Multiplier - how radio advertising influences online brand search and purchase behaviour.	Jason Brownlee, Director, <i>Dollywagon</i>
11:30	Regulatory update on data protection issues and data ownership as related to radio	Matthew Carver, Radio Coordinator <i>egta</i>
12:00	Close	