



# Radiodays Europe 2016

## Conference Programme

*More sessions and speakers will be added shortly*

## “Vive la radio! Creating the future”

### Monday 14 March

9.00-10.00 Track 1 Amphi Bleu

### **Radiodays Europe 2016 – Official Opening: Creating the future**

Keynotes:

**Mathieu Gallet (President and CEO, Radio France), Dee Ford (Managing Director, Bauer Media, UK)**

Welcoming addresses:

**Graham Dixon (Head of radio, EBU, CH), Stefan Möller (President, AER, Finland), Marie-Christine Saragosse (President and CEO, France Médias Monde)**

Thematic notes:

**Kamila Ceran (Tok FM, Poland) and Jon Holmes (Presenter, Radio X, UK)**

In this official opening session we'll welcome everyone to Radiodays Europe 2016 here in Paris and set the agenda for the coming 2 days. What are the big themes for radio this year? How is our industry changing? And what great ideas and innovation can we celebrate and share? We'll hear from some of the major organisations representing the radio industry in Europe and from our hosts here in France, plus we'll get a perspective from both public service broadcasters and private radio companies alike. Some of our speakers will preview their sessions, plus we'll take a humorous look at the radio industry, getting you in the mood for a fantastic couple of days in Paris!

Hosts: **Paul Robinson (UK) and Alice Petrèn (Sweden)**

10.15-11.00 Track 1 Amphi Bleu

### **KIIS and say goodbye... The Big Move**

**Kyle and Jackie O, Duncan Campbell (KIIS 1065, Sydney, Australia)**

After 9 years hosting the market leading Breakfast Show on 2Day FM in Sydney, Kyle and Jackie walked across town to take over the Breakfast Show on the newly rebranded KIIS 106.5.

Moving and rebranding a station always carry a high degree of risk but doing both at the same time was one of the biggest changes ever undertaken in Australian radio! This ballsy move paid off with KIIS moving to market leading position. What prompted this and why was it so successful?

We'll find out when Kyle Sandilands, Jackie O Henderson and Duncan Campbell (Group Programme Director at ARN) talk to John Simons about their Big Move.

10.15-11.00 Track 2

## **Podcasts: Movies in your head**

**Kaitlin Prest (Host and creative director, the Heart, USA)**

What's the secret to a podcast success? Is telling a story in a podcast the same as doing it on radio? What can "radio" learn from the growing independent podcasting world? Podcasts are becoming a place for experiments by innovative creative audio producers. One of these is Kaitlin Prest, host and creative director of an independent podcast called the 'The Heart'.

The Heart is audio art project and podcast about intimacy and humanity that introduces its listeners to new narratives about sex, love and relationships. 'The Heart' is a member of one of the most successful podcast networks, Radiotopia Network, USA. Kaitlin Prest recently won the Golden Award for New Radio Formats at Prix Italia for a fictionalized documentary called 'Movies in your Head'.

10.15-11.00 Track 3

## **Strike a chord**

**Mark Barber (Planning director, Radiocentre, UK)**

Based on the UK study 'strike a chord', Mark Barber will show how brands can use music and enhance brand communication. Everybody acknowledges that music can be a powerful tool for advertising. Working at a subtle, almost subliminal level, music can trigger an emotional response. Used consistently, music works strategically, creating presence for the brand and acting as a bonding agent between different parts of the campaign.

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## **The little green dragon can sell everything**

**Uroš Bogdanović (Creative director, KrAn studio, Serbia)**

Selling is an art. But sometimes people just don't recognize an artist and his work. Radio advertising can be taken to the next level. Just add one little green dragon to your radio station.

This is a story how to get revenue with usage of advanced mind techniques, and how to educate clients (both direct and media buying agencies) showing them the power of radio. Those techniques should be used in programmes as well. Where and how to put that little green dragon? Join me and my little green dragon and enter into new field of story-selling (storytelling and selling). Uroš Bogdanović was well known radio host in Serbia.

10.15-11.00 Track 4

## **7 things you think you know about radio**

**Mikkel B. Ottesen (Co-founder, RadioAnalyzer, DK), Bill De Lisle (COO, RadioAnalyzer, Germany)**

! A good DJ break is never longer than 1:30! Listening patterns are habitual, and do not change on a day to day basis! (insert your radio paradigm of choice here)!

If you want to put your "pet-programming-peeves" to the test, the 2016 RadioAnalyzer session is the place for you. Using real listener reactions from all over Europe, the RadioAnalyzer crew will prove what works and what doesn't in radio in today's market.

You may think traffic reports are important when bad weather is in the forecast and that a CHR station should chuck songs out as soon as they have peaked in the charts. Well, one of these statements is even more true

than you think, while the other one is completely false.

The way your audience listens to you is changing, the way you measure it, might not be. But it should. Don't let other audio entertainment products take your market position. Beat them at their own game by observing your listeners. We will show you how.

*This session is sponsored and produced by RadioAnalyzer.*

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11.20-12.00 Track 1 Amphi Bleu

## **Visions for radio's future**

**Helen Boaden (Director of BBC Radio and BBC England, UK) and Cilla Benkö (DG, Swedish Radio, SE)**

With a rapidly changing media landscape and new ways of consuming information and music, how will radio best position itself and stay relevant for its audiences? Listening is high and radio is increasingly using alternative platforms to reach audiences and develop its offer to stay relevant. In this session two leading and outspoken figures in public radio will talk about where they see radio heading, how they will create their future for radio, each of them giving their vision for the future of radio.

11.20-12.00 Track 2

## **Mobile apps: hearing from the listener**

**Alexander Erk (IRT, Germany), James VanOsdol (Rivet Radio, USA), Yves Demay and Mounir Krichane, (Couleur 3/RTS, Switzerland)**

Around the world, mobile apps are becoming more interactive and more personalised. See how radio is meeting the challenge of personalisation across the world with a global overview from radio futurologist James Cridland, and hear directly from companies who are listening more closely to their audiences.

11.20-12.00 Track 3

## **Emotional marketing: Audio's impact on your brain**

**Emma Rodero (Professor, Spain), Martin de Munnik (Neurensics, Netherlands)**

This session will explore the impact of audio on the brain and what can be learnt from the neuro and brain science field. How is audio perceived and processed, what is the difference compared to visual messages? What can we learn from how voices and music are used and what are the changes for the future to have more intense commercials and radio shows?

Tell me how you speak and I will tell you what I feel - Emma Rodero (Radio Researcher and Professor, Pompeu University, Spain) will discuss speech strategies in radio commercials. She will talk about cognitive processing (attention and memory) and present the results of a US study about attention and memory to different prosody strategies applied to radio commercials.

Martin de Munnik (Neuromarketing expert, NL) will explore the subconscious impact of music on buying behavior.

11.20-12.00 Track 4

## **Winning the first tune-in occasion of the day**

**Daniel Anstandig (CEO, Futuri Media, USA)**

Research has shown that the media outlet that wins the "first tune-in occasion" of the day tends to lead the market in ratings. During this session, we'll get a better understanding of how to win the first tune-in each

day—and we'll understand how TV, radio, and digital (in particular, mobile) are competing for consumers from the moment they awaken. In this session, you'll see research from radio stations around the world that have driven ratings growth by focusing on this particular tune-in.

*This session is sponsored and produced by Futuri Media.*

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12.15-13.00 Track 1 Amphi Bleu

## **Morning radio superstars – “in talent we trust”**

**Bruno Guillon (FUN Radio, France), Gry Forssell (Mix Megapol, Sweden), Elvis Duran (Z100, USA) and Kris Fade (Virgin Radio, Dubai) in conversation with Dennis Clark (iHeart, USA)**

What is the recipe for success for major shows in major markets such as Paris, Dubai and Stockholm? What do they do that others don't, to make them successful? Is it just about Talent and hard work? What are the similarities in their approach or are there differences?

Alongside this, Dennis Clark will also explore the way three morning shows work and, the way they win. Whether your show is local or national, this will be a compelling session that's a must for those who want to learn how to win in the hardest fought time of day in any markets.

12.15-13.00 Track 2

## **Year of the podcast**

**Dean Cappello (EVP and Chief Content Officer, WNYC, USA) and Alison Winter (Audience Researcher, BBC, UK)**

2015 was hailed “the year of the podcast” as if it were a brand-new medium, but much of on-demand audio is about taking the best of what's always worked and setting it in a new context. In this session, Dean Cappello (EVP and Chief Content Officer at WNYC New York) will talk about the enduring values of the best audio, identifying and supporting talent, cultivating a creative community, and what creative people - both in front of and behind the mic - need to do their best work.

In the UK, the BBC has also seen a renewed interest in its programmes. BBC Radio Audiences have been reviewing all of this activity via data analysis and newly-commissioned research. Alison Winter (Head of Head of Audiences for BBC Radio and Music) will share some of this thinking, with specific pointers on how to maximise this unique format and where future opportunities for podcasts might lie.

12.15-13.00 Track 3

## **Radio in France – for outsiders**

**Benoit Cassaigne (Senior VP, Médiamétrie), Serge Schick (Radio France) and others**

Radio listening is high in France and the French radio industry is diverse. Music radio, talk radio, regional radio, community radio – and more. From the big public broadcasters flagships like France Info of Radio France, to successful commercial groups such as NRJ, RTL and Lagardère, to a variety of smaller commercial stations, independent stations and digital stations.

In this session researchers and some of the French broadcasters will give an overview of trends in the French radio market. More speakers TBA.

12.15-13.00 Track 4

**Session title and speakers to be announced.**

*This session is hosted and produced by EMIRAT.*

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## Lunch Break

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14.00-14.45 Track 1 Amphi Bleu

### **Mobile - a giant leap forward**

**Gunnar Garfors (IDAG, Norway), Graham Dixon (EBU, Switzerland), Joan Warner (Commercial Radio Australia), Michael Hill (Radioplayer UK)**

The best portable radio is the one you have with you: your mobile phone. But few mobile phones have FM radio inside, and none currently have DAB+. So why is broadcast radio important to add to a mobile phone - what are the advantages to broadcasters? What happens if radio station apps can use an inbuilt broadcast radio chip in a mobile? See the next generation mobile apps that include broadcast radio as standard: and be the first to hear a history-making announcement. More speakers TBA

14.00-14.45 Track 2

### **'The Producer' Masterclass**

**Ninette Brick (Radio 24syv, Denmark), Helen Thomas (BBC Radio 2, UK)**

What are the skills of a great producer and what do they bring to a radio programme to take it to the next level? In this Masterclass, some of Europe's finest radio producers give us their insight into producing different types of radio shows, share practical tips and techniques about topics such as 'planning', 'talent management' and 'booking guests', and explain how 'having the right producer' can be the best investment a radio station can make.

14.00-14.45 Track 3

### **Radio branded content in a multi-platform world**

**Steve Taylor (Creative Commercial Director, Bauer Media, UK)**

Radio in the UK is thriving, offering clients innovative ways to use the medium. In this session Steve Taylor, Creative Commercial Director at Bauer Media, will explain how they utilise different touchpoints to engage with audiences, develop results for their clients and generate revenue. This presentation will cover insights into a range of different stations including Kiss, Magic, Absolute Radio, Heat Radio and their market leading metropolitan stations in the UK.

14.00-14.45 Track 4

### **Does your content deliver?**

**Vincent Benveniste (CEO & Co-Owner, DAVID Systems, France/Germany) and others**

You're giving your audience many ways to consume content. How do they connect the dots? Is it brand, mood or practical experience driving their loyalty? Delivering the content in the context is the ultimate goal, but does it have to be a disjointed effort? Can you integrate one content factory? What approach should you take? An international collection of industry leaders in diverse disciplines will debate alternative strategies and solutions. More speakers TBA.

*This session is sponsored and produced by DAVID Systems.*

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15.00-15.45 Track 1 Amphi Bleu

## **Radio Summit**

**Travis Baxter (Bauer, UK), Menno Koningsberger (Radio 538, NL), Heinz-Dieter Sommer, HR/ARD, Germany), Marius Lillelien (NRK, Norway)**

The Radio Summit is a session with four top-level radio executives from leading European broadcasters, both private and public. They share their views on present challenges and opportunities for radio. Each of them will present one central point in a 2 minute speech – and then move on in a discussion about collaborations, competition and the future of the radio medium.

Travis Baxter (External Affairs Director, Bauer Media UK), Menno Koningsberger (CEO, 538 Group, the Netherlands), Heinz-Dieter Sommer (Deputy CEO, Hessischer Rundfunk, ARD, Germany), Marius Lillelien (Head of Radio, NRK, Norway).

15.00-15.45 Track 2

## **Solution focused journalism**

**Ulrik Haagerup (News Director, DR, Denmark)**

Can news be engaging and inspiring? Or is a good story always a bad story? How can traditional broadcasters react to the challenge from Facebook and Social Media? How can traditional news broadcasters maintain an authentic and credible voice in an increasingly fragmented media reality? Ulrik Haagerup's vision of constructive news has become a trend for many public service media, with his view that journalism is a feedback mechanism to help society self-correct. But can news really be about a better tomorrow and do news people have a responsibility to give the world the best obtainable version of the truth?

15.00-15.45 Track 3

**Session title and speaker to be announced.**

15.00-15.45 Track 4

## **Vive la Radio!**

**Diederick Huizinga (Creative Director, PURE Jingles, Netherlands)**

Good radio sounds alive, and jingles are part of the excitement! They build your momentum, create your flow, and reinforce your brand. Great imaging sticks in your mind, and stays in your heart!

In this session, you'll learn how different brands are using station imaging in their own way. Discover how mainstream CHR versus progressive Alternative stations are defining their image.

Interesting cases and audio examples will show how every station can create an individual sound. Hosted by Diederick Huizinga, creative director of PURE Jingles: [www.purejingles.com](http://www.purejingles.com).

*This session is sponsored and produced by PURE Jingles.*

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16.00-16.40 Track 1 Amphi Bleu

## **“Breaking News...” How radio reacts**

**Gwendoline Debono (Reporter, Europe 1, France), Antoine Bayet (Head of Digital News, France Info), Dominique d’Olne (Head of radio news, RTBF, Belgium)**

Radio's immediacy and its ability to react to Breaking News has always been one of its greatest strengths. In a world where big stories are a seemingly frequent occurrences, how does radio deal with fast-moving events as

they unfold? This session will look at the both the practical side of covering breaking news and also the difficult ethical decisions journalists and editors have to make about their coverage. Moderator: Rod McKenzie (UK).

16.00-16.40 Track 2

## **Let the music play**

**Chris Price (BBC Radio 1, UK), David Cooper (Spotify, UK)**

In this session we'll hear from 2 of the 'big beasts' of radio and music – BBC Radio 1 and Spotify. Chris Price has just been appointed as Head of Music for BBC Radio 1. What is the vision for Radio 1? Will it continue to be a destination for music discovery and curated content? And how can it ensure it connects with young audiences in a digital world? Spotify is at the centre of the digital music world, and it's Head of Sales, David Cooper will share with us the reasons behind the ubiquity of Spotify, but also look at the importance of data to the company and how it drives everything they do, from data driven content, through to reinvented interfaces. The future of broadcasting and streaming music come together!

16.00-16.40 Track 3

## **Passionately in love: social media on the rise**

**Martin Liss (Germany) and others**

Social media gets popular by the day, leaving us and brands eager for success on Facebook and other online social sites - Youtube, Twitter, Snapchat. As before, notorious accounts for great stories, engaging people around the story and the brand. We all know it. But how to do it right? In this session you'll find examples of powerful digital storytelling tools and the small details that will make your story the story of the day. More speakers TBA.

16.00-16.40 Track 4

## **RateOnAir: portable solution for TV and Radio measurement in a world of mobility**

**Arnaud Annebique (Regional Business Director, Médiamétrie, France)**

What does RateOnAir look like? How it works? What are the first insight and learnings from the current panel ran in the Paris area with more than 900 panelists recruited? Médiamétrie will answer those questions... and much more.

*This session is sponsored and produced by Médiamétrie.*

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16.50-17.30 Track 1 Amphi Bleu

## **LBC: Talk that matters**

**Nick Ferrari and James Rea (LBC, UK)**

LBC is one of UK radio's greatest success stories of recent years – a commercial speech station growing audience and revenues, with agenda setting programmes and big name talent. Nick Ferrari presents the LBC Breakfast Show with his own unique style and his programme has driven much the growth under the guidance of Editor, James Rea. Hear them both talk exclusively about what makes great speech radio and how you can create content that really connects with your audience.

16.50-17.30 Track 2

## **Visual radio:**

### **Listen to your screen or watch your radio**

**Laurent Finet, Francis Goffin (RTBF, Belgium) and others**

Learn from the good practices around the world. How do you stay true to “radio” when your listeners can watch what’s behind the mike? And what’s the recipe for a radio show to take over TV? More speakers TBA.

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## **Tuesday 15 March**

9.00-10.00 Track 1 Amphi Bleu

### **The diversity challenge - remaining relevant**

**Susan Marjetti (Executive Director of Radio, CBC, Canada)**

How do you remain relevant, reach and reflect new audiences in new ways? Throughout her 30 year career, Susan Marjetti has been an advocate of diversity, inclusion, and community reflection in radio. Even as radio audiences change, and listening patterns change, CBC English Services is #1 in over a dozen markets in Canada, and in the ratings diary CBC radio continues to grow its share nationally - in fact it's just set a new record! - CBC stations are in the top 3 in every market in Canada. Remaining relevant to listeners is key.

Susan Marjetti was recently appointed Executive Director of Radio and Audio for Canada's public broadcaster.

9.00-10.00 Track 2

**Session title and speakers to be announced.**

9.00-10.00 Track 3

### **‘The Main Event’**

**Paul Sylvester (Content Director, Absolute Radio, UK), Alex Kind (PD, Star FM, Germany)**

Creating successful events for your radio station can increase awareness, reinforce your market position and allow listeners to experience your brand first hand. But how do you create a winning events strategy and what are the elements that go into producing memorable and successful events? This session looks in detail at producing radio station events - large and small, from multi-artist concerts through to taking your Morning Show on tour, and will provide ideas and inspiration for your station to put on the best possible events.

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10.00-10.40 Track 1 Amphi Bleu

### **Radio in car: dashboard disaster?**

**Fred Jacobs (President, Jacobs Media, USA), Michael Hill (Director, Radioplayer, UK)**

In many parts of Europe, most radio listening happens in the car. But as more and more cars get access to the internet, and more listeners start using internet-delivered entertainment is radio under threat? Hear research

showing how important in-car radio is in Europe, discover people trying to make the radio experience better in-car; get an overview from the US which leads the world in the “connected dash”, and let European car manufacturers tell you their plans. If you care about radio’s future, you should attend this session. More speakers TBA

10.00-10.40 Track 2

## **The new generation of listeners**

**Patrick Collins (Head of youth audiences, BBC, UK)**

The struggle to capture the attention of young radio listeners is harder than ever. Smartphones, music streaming and social media – never before has there been so much choice. But what are the needs of young listeners today?

Patrick Collins (Head of Youth Audiences for the BBC) will share the results from a very recent BBC youth and media needs project. An ethnographic study that aims to get underneath the statistics of youth media usage in the UK. This session will update you on the latest research and knowledge on youth and media usage.

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## **Generation Instant pay off**

**Tina Skov Gretlund and Lene Heiselberg (Audience researchers, DR, Denmark)**

Changes in media habits happen surprisingly fast. Smartphone is now the dominating device among teenagers and young adults. YouTube and Facebook have become the dominating brands among 13-29 year olds. They love music but radio as we know it is under pressure. Only 7 % answer that they would miss public service content the most if they had to live without some of the biggest brands providing media content. Public Service content is under pressure! The competition is fierce and very much global. Audience researchers from The Danish Broadcasting Corporation will present a study about the 13-29 year olds media habits. The study is conducted across the Nordic countries.

10.00-10.40 Track 3

## **All you ever wanted to know about programmatic advertising and how to approach it**

**Yuri Loburets (egta, Belgium), Tobias Conrad (RMS, Germany)**

From the listener’s perspective, radio is a great medium and is highly relevant - engaging, mobile and popular. However, the key challenge for radio as a communication platform is to change the way its advertising is bought and sold: to look, feel and trade like “digital”. Agencies and their advertising clients are heading towards automated processes and data driven/infused media buying, and the radio industry needs to follow these trends to stay competitive. Not only can this drive efficiency in planning and optimisation for radio - it also gives media buyers the confidence to commit a fair share of investments to radio via familiar infrastructures to access radio inventory.

Key questions in the session are: What does programmatic advertising mean from a radio perspective? Is it just a better automation of sales? How is it different from digital audio exchange? Why should radio companies get involved in programmatic trading? More speakers TBA.

10.00-10.40 Track 4

## **We are not sexy and we know it... BUT...**

**Daniel Cohn-Bendit (Europe 1, France/Germany), Ahinara Bascañana (European Parliament, Spain)**

Let's admit it: EU related information is not the sexiest thing. The EU is abstract and complex. Prove of this is that most of the citizens cannot even tell the difference between the European Parliament, Commission and

Council. However not being sexy doesn't mean not being fundamental. Why? Because 70 % of national legislation has its origin at the EU level. We cannot have a democratic EU without citizens well informed. But good news, media are not alone. There are some sexy resources to make reporting a lot easier. And for free...

Daniel Cohn-Bendit is a Franco-German political and media figure, well-known for being an icon of the 1968 May-Revolution. Member of the European Parliament for 20 years, Cohn-Bendit is now retired from politics but very active in the media and social scene. He presents the daily section 'Humeur du jour' on French radio 'Europe 1'.

*This session is sponsored and produced by the European Parliament.*

11.00-11.45 Track 1 Amphi Bleu

## **Ways of covering Europe's refugee crisis**

**Lina Chawaf (Syrian Radio Rozana), Alice Petré (Migration correspondent, SR, Sweden), Thomas Reinke (Funkhaus Europa, WDR, Germany)**

How can media handle the drama of our time – the refugee crisis? It started with sympathy for the refugees who have escaped war and oppression. It continued with a clash between this sympathy and the concerns of Europeans seeing a flood of refugees coming. And now it continues with growing tension and polarisation. Listen to radio stations which are taking different roles and positions in this crisis – from following the refugees and serving them with "Refugee radio" in their own language to action for openness and debate. Moderator: Rod McKenzie (UK).

11.00-11.45 Track 2

**Session title and speakers to be announced.**

11.00-11.45 Track 3

## **Digital radio: Europe's choice?**

**Kristian Tolonen (Head of audience research, NRK, Norway), John Ryan (2ZY, UK) and others**

Much of Europe is going digital with DAB+.

In Norway, FM will be switched off next year. But what will this do to audiences? Kristian Tolonen, Head of Audience Research at NRK, has crunched the numbers.

Meanwhile in the UK, small-scale DAB multiplexes, using open technology, will have been tested for seven months. What's been learnt by broadcasters and listeners alike? John Ryan, operator of a small-scale radio station in Manchester, tells us more.

Finally in France, DAB+ is not the preferred choice of everyone. Hear why some think the future for French radio is on another platform. More speakers TBA.

11.00-11.45 Track 4

## **Run your playlist in expert mode and win every round of your combat**

**Antoine Baduel (President, FG Radio, France), Aurélien Chupin aka Orlow (Head of music, One FM, CH), Hans Knobloch (One FM consultant, CH), Arnaud de Saint Roman & Henri-Paul Roy (CEOs, Hyperworld, France)**

Learn how FG (Electro & Deep House reference) and One FM (leader in Western Switzerland), pilote their playlist in expert mode with Hit Index, 100% online music research by Hyperworld.

*This session is sponsored and produced by Hyperworld.*

12.00-12.45 Track 1 Amphi Bleu

## **Branding radio – how to make our medium large**

**Ralph van Dijk (Founder and Creative director, Eardrum, Australia)**

We are entering a new golden age of audio and radio needs to stake its claim.

So how do you position radio as an essential part of the marketing mix? How do you make it relevant to the brand managers and media planners who don't listen?

In this session we demonstrate innovative ways for the world's largest quality brands to finally feel at home on radio.

Then, we explore the best case studies of how radio markets itself. What can we learn from the new kids on the block like Beats 1, Pandora and Spotify. Is there an opportunity for a global marketing campaign to rebrand commercial radio? If so what would it look and sound like?

Bring a blank page and an open mind, and you'll leave with plenty of ideas worth stealing.

12.00-12.45 Track 2

## **The power of local**

**Inga Vind (DR, Denmark), Robert Frisk (P4 & P5 Radio Stockholm, SR, Sweden), Adam Rudawski (Radio Szczecin, Poland)**

Radio's core is about being live, local and getting involved in the community. In this session we will hear about different ways of using the power of local.

In rural Denmark P4 Syd launched "we love where you live" - a project that involved hundreds of inhabitants in the region, who shared their unique stories on the radio and while sharing it, sharing photos as well. And in doing so, brought the region together.

In Stockholm, Swedish Radio developed a strategy to make both its stations in the capital more popular and more diverse – to keep up with the changing demographic of the capital of Sweden. Rethinking the concept of "local".

Radio Szczecin was ranked 11<sup>th</sup> in the market - in 2015 it was taken to number one position. What are the barriers for a public radio to grow its audience, and how do you implement know how and world trends from the outside world to create a process that can re-shape the station and grow audiences?

12.00-12.45 Track 3

## **Morning show secrets revealed**

**Francis Currie (Radio consultant, UK), Niklas Nordén (Radio consultant, Sweden)**

Using new content testing technology, Francis Currie and Niklas Nordén will be air-checking shows with radio listeners in their own markets. The results will be revealed, for the first time anywhere, in this world exclusive session. Discover the secrets of some of the world's most successful radio broadcasters in this crowd-sourced air-check of the best of the best.

- UK: Chris Evans on BBC Radio 2, Rickie, Melvin & Charlie on Kiss, Nick Grimshaw on BBC Radio 1
- Australia: Kyle & Jackie O on Mix 1065, Rove & Sam on 2DayFM, Robbie Buck on 702 ABC Sydney
- USA: Elvis Duran on Z100, Ryan Seacrest in KIIS FM

See how audiences really respond to benchmarks and content - in real time. Discover how these radio superstars connect to their listeners. Find out how they construct their content. Learn the trigger words and phrases that get listeners to react. Get new insight into the ideal duration for morning show speech breaks.

12.00-12.45 Track 4

**Session title and speakers to be announced.**

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## **Lunch Break**

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13.45-14.25 Track 1 Amphi Bleu

### **What's your leadership message?**

**Cam Barber (Speaking Coach, Australia)**

Leadership messaging is the key to leveraging your skills, talent and experience. For example, coming up with a great content strategy is USELESS if you're poor at communicating that strategy. Everybody from a big show to a small station needs to know how to articulate their messages in a persuasive way.

This presentation will cover: How to use messaging to package your knowledge and build a personal brand. Case Study; developing the SCA strategy and communicating that strategy to a big company. Messaging examples from Nelson Mandela, Steve Jobs, Richard Branson, Paul Thompson and Anita Roddick. Get hold of some practical tools to bring your ideas to life. Cam is author of the book: 'What's Your Message? Public Speaking with Twice the Impact, Using Half the Effort'.

13.45-14.25 Track 2

### **Formats - Three success stories from three countries**

**Jørgen Bøgen (DR P5, Denmark), Ursula Magnes (Radio Klassik Stephansdom, Austria), Kaj Färm (YLE, Finland)**

In Denmark time spent listening for radio is growing again for the first time in more than 10 years. Responsible for this development is mainly the digital-only station P5 from the Danish Broadcasting Corporation that in one year went from number 10 to number 4 after a strategic re-shaping of the station. The station targets a mature audience with music from Elvis to Adele.

In Vienna, Radio Klassik Stephansdom has shown what it takes to develop the right format for the classical music capital of the world, in fierce competition with the public broadcaster's Ö1. After market research and program development Radio Klassik in 2015 made a major relaunch, including rebranding of the radio station's name and a new slogan - "switch on your feelings".

In Finland, YLE decided to turn the Koran into an educational topic. Many talked about the Koran, but who knew it? So the Koran was read on radio in 60 episodes, with explanations. A bold programme decision. How did it go?

13.45-14.25 Track 3

### **Cooking in the radio labs**

**George Wright (R&D, BBC, UK), Floris Daelemans (VRT Start-up, Belgium), Natacha Mercure and Robert Nadeu (Radio-Canada), Nick Piggott (Creative technologist, UK)**

Across the world, small teams within existing broadcasters are working on crazy ideas and innovations that help radio constantly reinvent itself. Few of these ideas have been seen in public: until now. See some of the innovative ideas for radio: and decide for yourself whether they could be part of radio's future. And, hear why every radio broadcaster - even yours - should have a lab of its own.

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14.40-15.10 Track 1 Amphi Bleu

## **Lessons learned by American radio at the dawn of the digital era**

**Michael Harrison (Editor and publisher, USA)**

One of American media's leading experts shares both the successes and failures experienced by U.S. radio during its transition into the digital era. Michael Harrison offers insight into the radio industry's challenge of successfully integrating its assets and services into an internet-based culture while preserving and enhancing its iconic role as the primary audio medium. Can it be done? Harrison lays out the big picture of radio's path forward with realistic and cautious optimism. This is a not-to-be-missed session of importance to all popular formats.

14.40-15.10 Track 2

## **Storytelling in new medias**

**Bianca Giaever (Radio producer and film maker, USA)**

How can a radio story use visual elements to enhance the storytelling and add new dimensions to the voices and sounds recorded?

In this very inspiring session about storytelling in new ways, Bianca Giaever discusses the history of her very personal work combining radio with other mediums, particularly video. She'll explain her path to working in radio and video, show examples of her work, and discuss her experiences from working in radio and the arts thus far. She'll also explain her process making work and share what makes a good story.

Bianca Giaever is a filmmaker and radio producer. Her work has been featured on This American Life, Radiolab, New York Times, and the TED conference.

14.40-15.10 Track 3

**Session title and speakers to be announced.**

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15.20-16.05 Track 1 Amphi Bleu

## **30 ideas in 45 minutes**

**Valerie Geller (USA) Ali Abhary (Turkey), Christian Schalt (Germany), Emma Roderer (Spain), Steve Taylor (UK)**

Radiodays Europe 2016 in Paris sees the return of the session that means you won't go home without some great ideas. In fact, you'll go home with 30 of them! '30 Ideas in 45 Minutes' will feature a selection of great speakers from across the conference in a quick-fire, fun-filled session which will give you some fantastic ideas for your radio station, right through from programming to sales. Always popular, and always jam packed with great ideas, this session will ensure you return from Paris motivated and full of creativity! Host: Nik Goodman.

16.05-16.20 Track 1 Amphi Bleu

## **Finale**

Summary, surprises and announcement of the host city for Radiodays Europe 2017.