

Radiodays Europe 2017

“A Sound Future”

Amsterdam 19-21 March 2017

Conference Programme

(Sunday sessions/masterclasses at the end)

V24 20170317

Monday 20 March

9.00-9.55 Track 1 Auditorium

Radiodays Europe 2017 – Official Opening: A Sound Future

Welcome to Radiodays Europe 2017 in Amsterdam! What are the big themes for radio this year? How is our industry changing? And what great ideas and innovations can we celebrate and share?

We'll hear from some of the major organisations representing the radio industry in Europe and from our partner hosts in the Netherlands.

Be prepared for a fast paced session with engaging topics and some challenge to your senses as well. Don't miss this exciting opening session, which will be a bit different from what you might expect.

Welcoming addresses:

Graham Dixon (Head of Radio, EBU, Switzerland), Stefan Möller (President, AER, Finland), Anders Held (Manager and Co-founder, Radiodays Europe, Sweden)

Radio industry keynote:

Menno Koningsberger (CEO, Talpa Radio, the Netherlands)

Thematic keynotes:

Safe and sound

Hannah Storm (Director, International News Safety Institute, UK)

Combatting fake news

Joel Sucherman (Senior Director Digital Products, NPR, USA)

Challenge your senses:

MINDF*CK

Victor Mids (Illusionist and doctor, the Netherlands)

The power of sound

David Lloyd (Radio moments, UK)

Hosts: **Paul Robinson (UK)** and **Annemieke Schollaardt (NL)**

10.10-10.50 Track 1 Auditorium

The new BBC radio director in conversation

Bob Shennan (Director Radio and Music, BBC, UK)

BBC Radio is seen by many as the 'gold standard' for radio broadcasting, with a wide range of services reaching over 34 million listeners across the UK each week. In the face of increasing digital competition and changing audience habits, the BBC aims to maintain its reach and share by focusing on high-quality, distinctive programming, creative partnerships and digital innovation. The newly appointed Director of Radio - Bob Shennan, appearing for the first time at Radiodays Europe, in conversation with John Myers, UK, will set out his vision for the future of BBC Radio, discussing the challenges which lie ahead for the industry.

10.10-10.50 Track 2 Forum

The future of news in the “post-truth era”

Naja Nielsen (Head of News, DR, Denmark) and Ludovic Blecher (Head of DNI Innovation Fund, Google, France)

News on radio is doing well. In the latest EBU survey on news radio was deemed the most trustworthy medium across 33 countries in Europe. But at the same time the ways in which people are accessing news across Europe are changing rapidly. In this session two speakers at the forefront of news development will share their unique views on the future of news. Naja Nielsen will discuss how global digital companies like Google and Facebook will change the ways we use media and news. Ludovic Blecher will, from his position inside Google, talk about the news-projects DNI are funding - projects which all in their own way paint a picture of the future of news and news consumption.

10.10-10.50 Track 3 Emerald

Re-inventing radio as medium

Aidan McCullen (Senior Partner, Katawave, Ireland)

There is urgency for innovations in radio. Radio has a unique position as a source of free music, information and spoken word entertainment, but it is being challenged. What can radio do about this? Aidan McCullen recently joined the Global Think Tank and business imagination studio Katawave, Ireland. Katawave works with business leaders to reimagine their business for today and tomorrow's worlds. Aidan has previously developed the digital eco-system of Communicorp Media, Ireland, and as Head of innovation for RTÉ.

10.10-10.50 Track 4 Topaz

2027 – 10 ways to get there

Stevie Münzner (BCI Senior Consultant & Partner, Germany), Juraj Hrvacic (BCI Consultant, Croatia), Goran Kurjak (BCI Consultant, Croatia)

2017... the world didn't end... radio isn't dead... and you have a job - here are 10 ways to get there. Tectonic shifts worry some of us. Should it? While we can't know what will or won't survive the next 10 years, it's pretty certain that most people will still have ears... and still be lazy.... convenience makes radio a good bet no matter the platform or delivery system.

And what turns users off to the radio experience in 10 years... could be the same annoying issues today.

We don't have to wait for driverless cars to realize users will have even more time to be bored with us.

Here's 10 things to consider NOW... for later.

This session is produced and hosted by BCI.

--Coffee break

11.10-11.50 Track 1 Auditorium

Futurologist on the Future

Birthe Linddahl (Futurologist PhD, Denmark)

In this session, Futurologist Birthe Linddal will prepare you for the challenges of tomorrow! What are the mega-trends and anti-trends in the society of the future, and how can you best prepare yourself and your business for the changes to come? Gain well-documented and up-to-date knowledge on the society of the future. And, knowledge of the possibilities, challenges and dilemmas, which are an unavoidable part of a world in change. Only if you understand the significant structures of the present and dare to apply it to the future will you have the opportunity to be prepared for it - a future which definitely will be different from today!

11.10-11.50 Track 2 Forum

Radio shows becoming national “camp fires”

Jan-Willem Roodbeen (NPO, the Netherlands), Bibi Rödö (SR, Sweden), Mads Steffensen (DR, Denmark)

In every country across Europe there are programmes, which over time become bigger which change the format of radio and become the leader in their market. Formats like “Top 2000” in the Netherlands, “Mads and the Monopoly” in Denmark and “Summer” in Sweden. What are the secrets behind these successful programmes which capture the imagination of listeners and becoming talking points? In fact, how do these formats become national “camp fires”, which millions of listeners gather round, take part in and listen to? Come and hear from the biggest stars and creators of these ‘monster formats’. Formats which make a whole country stop and listen.

11.10-11.50 Track 3 Emerald

The Future of music streaming: Spotify & Mixcloud

David Cooper (Head of sales, Spotify, UK) and Nikhil Shah (Co-founder, Mixcloud, UK)

Listening figures for streaming music services keep increasing year on year, especially with younger audiences. How do some of these different services see the future of music streaming? Spotify aim to provide users with the right music for every moment, and to “soundtrack your life”. What are their latest innovations, and how are they staying ahead of the game in a highly competitive marketplace? Meanwhile Mixcloud is “rethinking radio for listeners, curators, and brands alike” by connecting listeners to new music and ideas through radio shows, DJ mixes and Podcasts. Their model is very different, but it also forms a part of a growing ‘streaming music ecosystem’. In this session both companies will present their vision of the future of music streaming.

11.10-11.50 Track 4 Topaz

Savory recipes for broadcast, digital and people integration

Mirosław Ostrowski (Technical Director, Radio Wroclaw, Poland), Helena Sahlén Folke (Podcast Editor, SR, Sweden), Manoush Zomorodi (Editor “Note to self”, WNYC, USA), Vincent Benveniste (President, Radio Act, Germany)

You’re looking to develop your core business, digital revenue streams or both. You know you need integrated solutions but teams drift and you get separation and suggestions outside of radio. You have the internal ingredients to reach your goals but you’re unsure of what’s the best recipe? A diverse collection of International leaders will debate alternative methods to mix Broadcast, Digital and People most effectively.

This session is produced and hosted by DAVID Systems.

12.00-12.45 Track 1 Auditorium

Radio Summit

Travis Baxter (Content and External Affairs Director, Bauer Media, UK), Cilla Benkö (DG, Swedish Radio, Sweden), Kieran McGeary (CEO County Media, Wireless Group, Ireland), Jurre Bosman (Head of Radio, NPO, the Netherlands)

In this session we will hear from 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 short introduction – and then move on in a discussion about collaborations, competition and the future of sound. Moderator: John Myers, UK.

12.00-12.45 Track 2 Forum

Radio Game Changers – lessons from the best

Craig Bruce (Talent coach and consultant, Australia)

When you hear someone who is really good on the radio, do you ever wonder how they became so good? Craig Bruce is one of Australia's most respected talent coaches and has spent hours of one-on-one time with some of Australia's and the UK's best presenters in his 'Game Changers' podcast series. He now has a clear sense of what makes them tick and what the commonalities are in a successful career on the air. In this session he will highlight the ten key learnings that everyone working on the air, or managing talent should hear.

12.00-12.45 Track 3 Emerald

Big Data – for radio programming and formatting

Joel Sucherman (Senior Director, Digital Products at NPR, USA) and Ask E. Loevschall-Jensen (Audience Researcher, DR, Denmark)

How can you use data journalism to enhance your understanding of your listeners? How are your listeners grouped through their actual behaviour and how do they overlap in their interaction with different types of content on your platforms - and the content of your competitors? If you believe "knowledge is power" – you do not want to miss this session on how knowledge will be gathered in the future. After NPR launched a personalized app two years ago, "NPR One" has gathered a huge amount of data on listeners' behaviour and preferences... data that has been used to change the app and listening experience. What has NPR learned and what conclusions have they drawn?

12.00-12.45 Track 4 Topaz

Have a strong local presence by using constructive journalism

Adrian Feuerbacher (Deputy editor-in-chief, NDR Info, Germany), Jesper Borup (Presenter and news editor DR P4, Denmark), Cathrine Gyldensted (Director of Constructive Journalism, University of Windesheim, the Netherlands), Louise Welander (Swedish Radio, Head of Documentary & Drama, SR, Sweden)

Behavioral science research shows us how constructive journalism increases news users' engagement with society and the positive impact it has on their social conscience. In this session you will hear from experts working with constructive journalism. You'll see how constructive journalism can have a huge impact in news users lives, and through this their contribution to local communities. Through live interviews, debates, story angles, investigative reporting, and solution focused ideas, constructive journalism can have a huge impact in local.

12.45-13.45

Lunch Break

13.45-14.30 Track 1 Auditorium

BBC Radio 1 at 50: Scott Mills and Tony Blackburn

Scott Mills (The Scott Mills Show, BBC Radio 1, UK) and Tony Blackburn (BBC Radio 2, UK)

Two different generations of Radio 1 hosts will discuss how radio has changed over the last 50 years, what the new generation of broadcasters can learn from the old, how the role of being a 'disc jockey' has developed over time, and what lies ahead for the next 50 years of Radio 1. How can the station continue to stay relevant for young people, as it has done throughout the last 5 decades?

Featuring some great audio and video moments, in this unmissable session both Scott and Tony will share their insight and unique perspective into what makes Radio 1 work (both past and present), and what it's like to part of the on-air team at such an iconic radio station.

13.45-14.30 Track 2 Forum

Radio in the connected home

Nick Harthan (Google Product Partnerships, UK), Jack Wetherill (Senior Market Analyst, Futuresource, UK), Michael Hill (Director, Radioplayer UK), Mark Vellinga (Global Business Development Director of Sonos, NL)

Alexa - play me a radio station! Radio has always had supremacy in the home, but with devices from Amazon and Google now starting to gain traction, how can we evolve to best keep radio front of mind. Jack Wetherill from Futuresource will explain how the market's developing and Michael Hill from the UK's Radioplayer will explain how his service is using the voice capability of these new devices to reach new listeners. Joining Michael and Jack will be representatives from these new manufacturers.

13.45-14.30 Track 3 Emerald

Data driven audio advertising - in the age of low attention

Frank Bachér (MD Digital Media, RMS, Germany), Sam Crowther (Head of Creative Developments, Amillionads, UK)

The digital age is responsible for a dramatic decline in the human attention span. However brand advertising has a powerful secret weapon - sound. More specifically, communicating to people's subconscious using sound. Times are changing in the advertising business: Programme and data-driven ad-technologies are the future – they are here to stay. Now is the time for radio to embrace this transformation and start working positively towards these types of advertising. Content providers have the potential to actively participate in this transformation rather than passively let it happen. Frank Bachér will address some of the most pressing questions: How will the area of data-driven audio advertising evolve in the coming years? What are the opportunities and obstacles for content providers?

13.45-14.30 Track 4 Topaz

Believe in the Power of Sound

Anthony Gay (Managing Director, ReelWorld, UK)

Sound is radio's super power that can transform the way people think and feel. Learn how to harness that power, in branding and content, to ensure your creativity connects. ReelWorld's Managing Director Anthony Gay is a cheerleader for radio and a champion of sound, leading ReelWorld's activities in Europe which include branding stations like Heart UK, NRK P1, RTE 2fm, Kiss UK, Radio 2 Belgium and BBC Radio 1Xtra.

This session is produced and hosted by ReelWorld.

14.45-15.45 Track 1 Auditorium – double session

1. Hello from the other side

Stephanie Hirst (Radio and TV-host, BBC Manchester, UK)

Stephanie Hirst was a man. And a very successful one at that with a remarkable career as a broadcaster in UK radio, gaining 14 industry awards. But something was profoundly wrong, and in 2014 she risked it all and embarked on her transition to become a female, her true gender. Now back on the air, Stephanie Hirst remains a successful radio personality, working for the BBC as well as devoting her time to transgender activism. In recognition of her work has received an honorary doctor's degree from Leeds University and a fellowship from the UK's Radio Academy. In this very personal session, Stephanie Hirst shares her story, as a broadcaster and as a human being.

2. Leadership-secrets from Berlins #1 radio-station

Marc Haberland (Vice PD, RTL 104,6 Berlin, Germany)

For more than 25 years 104.6 RTL Berlin's Hit-Radio has been at the top of Europe's most competitive radio market. Key to their success is the unorthodox leadership-method of legendary Programme Director and morning show-host Arno Müller. He and his management-team run almost zero meetings, use deadlines instead of working hours and use the "upside-down hopper".

This has not always been the case. In the beginning, the station used to have a bad employer reputation, strict hierarchies, high pressure and long hours. So what has changed in the way 104.6 RTL handles its people and organises its work? How did they manage to raise their "employer brand" to the highest standard? In this session, Vice-PD Marc Haberland takes you behind the scenes of how people are led, and how work is organized at Berlin's No.1 radio station.

14.45-15.45 Track 2 Forum – double session

Snapchat for radio

Mark Kaye (The Mark Kaye Show, USA), Felicia Reinstädt (Radio Bremen, Germany)

Snapchat is one of the fastest growing social media. Mark Kaye is an award-winning radio personality who has hosted morning entertainment and political talk shows in the USA. He is also an expert in using Snapchat and was the first ever to broadcast a whole radio show on Snapchat. He and Felicia Reinstädt, Head of Programme at Radio Bremen will deliver a lot of hands-on tips, the all-important 'do's and don'ts' and immerse you in the world of Snapchat for radio.

2. "Congratulations on your radio app. Good job! But what now?"

Sven Lardon (Strategic radio advisor, VRT) and Floris Daelemans (Digital radio expert, VRT, Belgium)

Having an online radioplayer or a radio app doesn't automatically mean a real shift to digital. We need to look closely at how new digital features can enrich and strengthen the core USP of radio. USPs the industry knows by heart (and by research); a companion, lean back medium, which provides information, events, news and most of all, a mass-medium capable of delivering all of these things to listeners on a deeply personal level. The public broadcaster in Flanders, VRT, base their efforts to innovate around these strengths, in order to bring their programmes to the next level. This thinking may not win a Nobel prize but this session illustrates, with two real-life radio experiments, how they are doing this.

14.45-15.45 Track 3 Emerald – double session

1. Radio: The brand multiplier

Mark Barber (Planning Director, Radiocentre, UK)

Radio has historically been used by advertisers predominantly as a tactical medium, getting messages to air

quickly and building frequency – but remains underused as a brand-building medium. This new study expands on Byron Sharp’s theory about “How Brands Grow” and uses the frameworks that he proposes to explore how TV and radio advertising help brands forge stronger and wider associative networks. The presentation concludes with some practical measures that advertisers can implement to drive brand growth using radio referencing the findings of other Radiocentre studies from recent years.

2. Audience and data insights for radio marketing and sales

Yuri Loburets (Director of Radio, EGTA, Belgium), Arthur Hoogendijk (Media Exchange, the Netherlands)

To compete in 2017, a radio broadcaster needs to have more than just a general idea of its audience profile: deeper insights on who its listeners are and what they like is essential. Advertisers are now highly data-driven, and they expect more comprehensive data than “average daily reach” from their media partners. A proper data strategy and management system are therefore prerequisites for any media company that wants to remain interesting and relevant to its audience and attractive to marketers in an increasingly digital environment.

Are you asking yourself questions like: How should I design my data project? How can I use the data available to my radio to improve my programming, marketing and revenues? What types of data should I collect and which tools to use for it? How to maximise the value of my advertising offer with data? How to use audience feedback expressed in data and turn it to actionable insights to engage listeners?

14.45-15.45 Track 4 Topaz – double session

1. Creating the future of the media

George Wright (Head of BBC R&D, UK), Frauke Mispagel (Managing Director, Axel Springer Plug and Play Accelerator, Germany)

Our industry - in its widest aspect - is more than shaken by digital disruption. Discover two ways of building the future as a media.

Frauke Mispagel will present the activities of Axel Springer Plug And Play Accelerator, a unique programme unique dedicated to startups and innovation, born from a joint venture between the Europe’s largest digital publisher and the Plug And Play Tech Center in Silicon Valley, USA.

The BBC R&D is one of the most innovative and skilled R&D departments in the broadcasting world. Take a look inside the lab with George Wright, who leads a cross discipline team of engineers, UX Designers, production staff and domain experts researching and creating digital products and services to help shape the future output of the BBC.

2. Fail fast, succeed soon

Mariana Santos (CEO, Chicas Poderosas, Portugal)

Mariana is a visual storyteller and has been trying and failing, and sometimes succeeding in telling interactive stories to engage with millennials. In a constantly changing media landscape, testing and trying to be where our listeners and users are, and becoming the chameleon of digital communication is increasingly important. What communication works for millennials and what doesn’t? This is a talk about concepts, ideas and outcomes in this digital world of communication.

--- *Coffee break*

16.00-16.40 Track 1 Auditorium

Extreme engagement: Your audience can do more than listen

Manoush Zomorodi (Journalist and podcast producer, WNYC, New York, USA)

Get ready to spark your own creative thinking about the role audio can play in your listener’s lives and how the audience can inform what you make. Manoush Zomorodi, host and managing editor of WNYC Studios’ “Note to

Self" podcast, demonstrates how she's experimented with interactive storytelling, crowdsourcing, and data collection to build a loyal, involved, and enthusiastic audience. Her engagement projects (Bored and Brilliant, Infomagical, The Privacy Paradox) take listeners on introspective journeys that provide value to the community as a whole. Manoush will explain how her work has broken new ground in understanding technology's impact humanity while bringing her brand beyond podcasting and into other mediums as well.

16.00-16.40 Track 2 Forum

Christian O'Connell

Christian O'Connell (Absolute Radio, UK)

After 19 years on breakfast radio, Christian O'Connell, host on Absolute Radio, has some wisdom he wants to share with you. Christian uses his experiences from the front line of radio to give the advice he wishes he was given when he first started in radio. Everything from Programme Directors, sales people, callers, complaints, groupies, celebrities and stalkers, expect a no holds barred state of the union address which may well end his career.

16.00-16.40 Track 3 Emerald

Beyond spots and dots

Dermot Whelan (Comedian and DJ, Today FM, Ireland), Gary Mey (Director, Brand Partnerships, Talpa Radio, the Netherlands)

Creativity is the driver for effectiveness in branding but how do DJs gain engagement from listeners with audio spots? In every study we see the better the creativity, the higher the effectiveness of (audio) the advertisement. We learned a lot last decade about pacing, branded content, voices and engagement. Dermot Whelan takes us to the spot (pardon the pun) where it all happens on the radio and live. Come in and experience how getting creative can improve your spots (and dots).

Dermot Whelan takes us to the spot (pardon the pun) where it all happens on the radio and live. Come in and experience how getting creative can improve your spots (and dots).

Gary Mey will take us into the world of creativity and effectiveness through branded content and sponsoring. Impressive examples about how the customer journey and 360 approach can be successfully involved with radio and audio platforms.

16.00-16.40 Track 4 Topaz

Relaunching radio: NPO 3FM

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

A new on-air team; new music positioning; a new style and image! Dutch public radio's youth brand NPO 3FM recently got a complete make-over! In this session, we will show you why we love to inspire stations that want to stay on top.

This session is produced and hosted by PURE Jingles.

16.50-17.30 Track 1 Auditorium

Shame – the teen monster hit

Håkon Moslet (Head of TV in NRK P3, Norway), Susanna Taylor (NRK, Norway)

The public broadcaster in Norway has made a monster hit with teenagers. The series has gone from a much-loved secret to the internet's latest obsession in the course of just three seasons. "Shame" is a successful drama series that runs daily online, and weekly as a webcast. It's the story of a group of teens hanging out in a

reasonably well-to-do suburb of the Norwegian capital, Oslo. There are of course the wild parties, drinking and smoking, good-looking guys and girls falling in and out of love, but "Shame" is different for a number of reasons. Get behind the drama and learn how to engage with young audiences and learn the story of how a public broadcaster made a monster hit with teens - and got to their Mums hooked too!

16.50-17.20 Track 2 Forum

Facebook Audio

Guido Bülow (Strategic Partner Manager, Facebook, Germany)

Tech & social media giant Facebook has been making waves again by announcing Facebook Audio - which will obviously be much more than just Facebook Live without pictures! Whatever you think of the blue giant, ignorance is certainly not a good idea - quite to the contrary. If a company like Facebook re-thinks whatever radio is, was or will be, then it's time to prick up your ears? For the first time at a radio conference, Facebook will present the concept and background of Facebook Audio, share its reasoning and first findings, and shed a light on what they think the future of radio will be, audio or whatever it will be called then.

Tuesday 21 March

9.05-9.45 Track 1 Auditorium

Successful radio brands in the Netherlands

Basyl de Groot (PD, 3FM, NPO), Sjors Fröhlich (Editor in Chief, BNR Nieuwsradio), Dave Minneboo (PD, Radio 538, the Netherlands)

Get inside in the minds of some of Holland's best radio programmers as we bring them together on one stage for the Radiodays Europe 'PD's Club' discussion. How do the top stations differentiate from each other? What kind of on-air activity do they use to connect with their audiences, and how have their stations effectively transitioned to cater for a more digitally active listener? Learn from some real Dutch masters of radio programming!

9.05-9.45 Track 2 Forum

The Smooth way to success

Tony Thomas (Chief Marketing & Digital Officer, Australia)

How do you create an iconic radio brand in a very competitive market? In this session we'll look at the key drivers of success of 'Smoothfm' in Australia from its highly successful launch in 2012 to its current position as the number 1 FM radio station. Marketing Director Tony Thomas will cover positioning, launch, approach to music, marketing and the subsequent extension of the smooth brand into other media.

9.05-9.45 Track 3 Emerald

Create connections and move perceptions with Virtual Reality

Kathleen Goldhar (Executive Producer, CBC Radio, Canada), Ane Skak (Editor, DR Culture, Denmark)

In the realm of audio on demand, we are only beginning to unlock the potential of this new media format. In this sessions you will experience the emotional, persuasive power of virtual reality in combination with great audio. From CBC, Canada you will experience holistically how "Highway of tears", through deepened journalism changed the mood of a nation. And from The Danish Broadcasting Corporation you will get an introduction to how you yourself can produce Virtual Reality programs. You will see examples and understand the profound effect this new medium can have on the audience.

9.05-9.45 Track 4 Topaz

Radio.garden

Bas Agterberg (Media Historian, Institute for Sound and Vision, the Netherlands), Jonathan Puckey (Owner, Studio Puckey, UK)

In December 2016 Radio.garden was launched. It was commissioned by the Netherlands Institute for Sound and Vision for the research project Transnational Radio Encounters. The research is about the important role of radio in the construction of identity: radio sounds like home. Studio Puckey developed the concept for Radio.garden based on the question 'what does home sound like?' The platform went viral reaching millions of users worldwide. This session is about the development of the concept, the way that visitors have used Radio.garden and future plans for the platform.

10.00-10.45 Track 1 Auditorium

First shut down of FM for DAB+. How did it go?

Marius Lillelien (Head of radio, NRK, Norway), Kenneth Andresen (Head of P4/MTG, Norway) and Jacqueline Bierhorst (Director, Digital Radio Netherlands)

Norway is the first country in the world to start turning off FM transmitters, replacing analogue radio with DAB+. The change has been criticized by politicians, radio management and the public. 68 days after the first switch were they right in their pessimism, or is DAB+ the best future for radio? And will Europe follow? Host: James Cridland.

10.00-10.45 Track 2 Forum

The suspense is killing me - and I love it

Sebastian Fitzek (Thriller author and radio creative, Germany)

If there is someone who knows how to have you glued to your seats, to a book, or a radio programme, then it is Sebastian Fitzek. Learn storytelling from a true master; as a bestselling international thriller author, Sebastian Fitzek has sold over 8 million books, some have become major films already, and his current thriller is number one in the German paperback charts. In addition Sebastian started in radio and still today is a senior creative strategist and copywriter for one of the most successful stations in Germany, 104.6 RTL Berlin. In this rare masterclass session he'll share with you some of his secrets on storytelling and suspense.

10.00-10.45 Track 3 Emerald

Radiolab - Sound as editorial device

Dylan Keefe (Director of sound design, Radiolab, WNYC, USA)

Radiolab is considered as one of the most creative radio shows and podcasts, using sound in new ways to underline the narrative. Dylan Keefe, Director of sound design, will discuss the use of sound design and scoring in narrative nonfiction including the ethical application of added sound, the development of thematic musical devices, and share the How and Why of making Radiolab using examples of ProTools sessions and contrasting early drafts with finished pieces.

10.00-10.45 Track 4 Topaz

Pitch session: Use your tech in new ways

Eleanor Mannion (RTÉ, Ireland), Christian Schalt (Kronehit, Austria) Lars Hedh and Jimmy Schewenius (Swedish Radio, Sweden), Filippo Solibello (RAI Radio 2, Italy)

A fast paced pitching session giving you multiple ideas on how to use some of the tech equipment at your station in a different way. It is very much hands-on, showcasing practices and easy-to-use technologies. From reliable outside broadcasting from a little bag to broadcasting your entire shows from a suitcase or using your I-phone for video-reporting and a “skippable” app - skipping content the listener doesn’t want and replacing it seamlessly with something else. Hear about it, and see it in action!

--- *Coffee Break*

11.05-11.50 Track 1 Auditorium

Music programming masterclass

Jeff Smith (Head of music, BBC Radio 2 and 6music, UK)

BBC Radio 2 is the most listened to radio station in the UK, and plays the widest mix of music on the dial... everything from Frank Sinatra to Coldplay. Meanwhile, BBC 6 Music is the most popular digital station in the UK and plays both cutting edge music of today, along with iconic and groundbreaking music of the past 40 years. Jeff Smith is the Head of Music for both stations. In this session, in conversation with Nik Goodman, we’ll look at the role that creative music programming plays in attracting such big audiences. From the playlist, and breaking new artists, through to specialist shows and live music, hear directly from the mastermind behind the music.

11.05-11.50 Track 2 Forum

Research: All you want to know about millennials

Tom Webster (Edison Research, USA), Patrick Collins and Siobhan McMenemy (Audience Researcher, BBC Radio, UK)

Radio remains in rude health, and is an attractive proposition for listeners and advertisers alike. However, the long-term future of radio and other forms of audio is very much in the hands of millennials, this key group born between 1980 and 2000. Their radio listening levels are declining, and the key question has to be... “Will millennials become more dependent on radio as they grow older or will they take their current profile of audio consumption with them into their later life”? Two presentations will look at audio in a broader playing field including youth behavior in general, audio in totality and market players from both the public and private arena.

11.05-11.50 Track 3 Emerald

Digital strategies for success

Alexandre Vekhoff (Digital Director, Lagardère Active, France) and Simon Gooch (Chief Innovation Officer, Swedish Radio)

How do you create a successful digital, online or mobile strategy for your radio station? What are the keys to success online and to driving social media engagement? And can you grow both your audience and revenue as a result? We’ll look at different case studies from radio stations who have grown their digital presence and massively increased engagement with their audience. Alexandre Vekhoff will give practical advice and tips on how to create and curate popular online content, plus ideas on how to remain consistently innovative. Meanwhile, Simon Gooch spent nine years in commercial radio trying to rid himself of the title ‘Digital Media Director’! Now he’s moved to public service and is trying to do the same thing with his new title of ‘Chief Innovation Officer’. Be prepared for a session on discovering how to create digital strategies for success.

11.05-11.50 Track 4 Topaz

Radio: the Cockroach of Media

Mikkel B. Ottesen (CEO and Co-Founder, Radoanalyzer, Denmark), Bill De Lisle (COO, RadioAnalyzer, Germany)

If you think advertisers will still pay money for a "contact chance" based on interviews and questionnaires in 5 years, then you are the dinosaur. Be the cockroach and evolve.

RadioAnalyzer proudly shares six new observations from European radio. Observations that will give you new perspective on music and programming strategy. And observations that will hopefully make you think twice before you head down the beaten track of analogue research again; dinosaur-style.

This session is produced and hosted by RadioAnalyzer.

12.00-12.45 Track 1 Auditorium

Radio & Records

Lee Thompson (Music editor, Record of the Day, UK), Tapio Hakanen (Music Director, YLE X, Finland), Luke Williams (Artist Manager, Vector Management, UK)

In a music landscape where services such as Spotify, Apple Music, Tidal and Amazon, exist, it's now possible to have a 'hit record' without radio airplay. Has streaming liberated new artists from the constraints of formulaic radio playlists, or are there just a different set of gatekeepers? In this session, leading players from the record industry, music producers and radio programmers will look at the role radio now plays in introducing new music to listeners, and will ask how the relationship between the music and radio industries has changed over time. Moderator: Nik Goodman, UK.

12.00-12.45 Track 2 Forum

Radio X Y: Building an emotive radio brand

Mike Fitzpatrick (Head of Content, Triple M, SCA, Australia)

Using Australia's male Triple M brand as a case study, this presentation talks about the international shift in masculinity, and how stations can create lasting emotional connections and grow revenue opportunities by better understanding their audience. Mike will talk about the worldwide cultural change in men and how the male targeted radio station, Triple M, is evolving its brand and content strategy for them, following new research.

12.00-12.45 Track 3 Emerald

Battle of the dashboard – the real thing

Michael Hill (Director, Radioplayer, UK), David Cooper (Head of sales, Spotify, UK)

It's not a myth anymore... and after many years spent wondering what the connected car will offer, the radio industry has to update its strategies to stay onboard. Hear from both the car industry and leading players in the distribution of music and content as they all prepare for the 'Battle of the Dashboard'!

12.00-12.45 Track 4 Topaz

Get ready for dotRadio – the new radio domain

Graham Dixon (Head of Radio, EBU) and Alain Artero (EBU, Switzerland)

You've heard of dotCom... dotRadio is the new domain for the whole radio sector - broadcasters, presenters, manufacturers, amateurs. During 2017, this new internet domain - managed by the EBU - is being launched in several stages to bring together the radio community around the world. At Radiodays Europe, we are issuing the Call to Action - prepare to apply for the domain names you need. In this session we will explain how this is done.

This session is produced and hosted by dot.radio.

12.45-13.45

Lunch Break

13.45-14.30 Track 1 Auditorium

A world of award winning radio

Ralph van Dijk (Founder and Creative Director, Eardrum, Australia)

In this entertaining session packed with case studies, the world's most awarded radio creative, Ralph van Dijk, will present the world's best radio ads of 2016.

You'll hear innovative, outrageous and rule-breaking examples from all the leading award shows, back to back with no interruption from those annoying songs.

The days of selling airtime are over. We sell communication and the sooner we focus on getting the message right, the sooner we'll generate better results for our advertisers and our stations.

13.45-14.30 Track 2 Forum

Creating podcast success

Cathinka Rondan (Ulost, Norway), Charlotte Pudlowski (Journalist Slate.fr), Pete Donaldson (Football Ramble podcast, UK), Tom Webster (Edison Research, USA)

What's the secret to developing creatively successful podcasts that can evolve into successful businesses? We take a look at how podcasts are doing around the world with insight from Edison Research's Tom Webster and practitioners Cathinka Rondan from Ulost Ida's Diary, Pete Donaldson from the Football Ramble and Slate's Charlotte Pudlowski.

13.45-14.30 Track 3 Emerald

3 successes, 3 countries

Johannes Sauko (Content Director, Nelonen Media, Finland), Marcin Bąkiewicz (Music Director, Antyradio, Poland), Felicia Reinstädt (Head of Programme, Radio Bremen, Germany)

Today it is all about *audio* content and its availability, not about *radio* content and radio usage. Johannes Sauko, Nelonen Media, understands that this idea changes everything. From measuring listening to content creation to advertising models. Hear about how they meet the new challenge of audio vs radio content.

Antyradio is the biggest rock station in Poland. Marcin Bąkiewicz will give an insight into how their station lives and breathes 'rock'. They try new ideas and formats to really connect with an audience who love a diet of Deep Purple, Green Day and Metallica morning, noon and night!

Bremen NEXT is the youth programme of Radio Bremen in Germany, designed for a very young and social media active audience. Felicia Reinstädt, Head of the programme, gives insights on how to create a cross media brand, combining radio and social media activities, through new ways of live productions and audience engagement.

13.45-14.30 Track 4 Topaz

Hybrid Radio: The connected future for broadcast radio in cars

Joe D'Angelo (SVP, Broadcast Radio, XPERI), Ford Ennals (CEO, Digital Radio UK), Michael Hill (Founder & MD, Radioplayer), Walter Huijten (Manager, NPO, the Netherlands), Nick Piggott (Project Director, RadioDNS)

To survive growing audience and revenue competition, radio needs to match content innovation with distribution innovation. Alongside pure IP activities like apps and players, the options for broadcast distribution include analogue, digital and hybrid radio systems.

As cars, a stronghold of radio listening, become universally connected in Europe from 2018, what are

broadcasters doing to leverage their unique mix of distribution technologies to maximise the experience for listeners and advertisers at minimum incremental cost? What does it mean to scale digital distribution to 90% of the European population, on the move?

Our panel will explain their strategies for remaining top of the dial in the connected car, and how all parts of the industry can work collectively to form a formidable response to the threat of IP services.

This session is produced and hosted by AIM.

14.45-15.30 Track 1 Auditorium

30 ideas in 45 minutes

Mike Fitzpatrick (Triple M, Australia), Thomas Buch Andersen (DR P1, Denmark), Manoush Zomorodi (WNYC, USA), Matt Deegan (Folder Media, UK), Mariana Santos (Chicas Poderosas, Portugal), Ken Benson (P1 Media, USA)

This is a one-stop session for anyone looking for inspiration and practical ideas to take back to their radio station. Featuring a wide selection of great Radiodays Europe speakers, you'll hear a whole range of advice... from Programming tips through to Social Media insights. It's your last chance to pick up some valuable knowledge in Amsterdam - so don't miss it! ~~Speakers TBA~~. Host: Nik Goodman.

14.45-15.25 Track 2 Forum

10 things great leaders do to motivate talent

Steve Reynolds (Talent coach, USA)

Talent has always been radio's secret sauce - the one positive attribute that helps every successful radio brand stand out, differentiate itself in the marketplace, and be credible to get more listeners and advertisers. The environment for them to flourish is not created by accident at the best stations. It is part of a management strategy that focuses on ten essential things that create a positive setting, so their creative personalities operate at even higher levels. True leadership is encouraging an atmosphere where all team members feel valued and perform at their best. So join one of America's top talent coaches, Steve Reynolds, as he details ten things the most effective leaders do to build a winning culture to positively motivate personalities for greater success.

14.45-15.30 Track 3 Emerald

From France Info to franceinfo - an iconic radio channel becomes a global media

Nathalie Birocheau (Deputy Director of franceinfo, Radio France)

France Info was born 30 years ago. A public service radio 100% dedicated to the news 24/7. Today, this radio station has transformed into a 360-degrees global media: on air, on TV and online. The iconic radio brand is now the name of a 360-degrees public service offer, designed and built with the public TV broadcasting service (France Televisions and France 24) and the National Institute for Archives (INA). Franceinfo is now one of the leading 24/7 news channels and digital offers in France. The ratings for radio are going up and the digital metrics are exploding.

Nathalie Birocheau, from Radio France, will tell you the amazing story of a brand new media, created in less than 1 year. She will explain the challenges, which demands great skills in change management. The next step is to build a strong and sustainable organisation that will ensure a stabilization of the model for the future.

15.30-16.00 Track 1 Auditorium

Finale

Anders Held (Manager and Co-founder, Radiodays Europe) and the Radio Hack Europe Winning Team

Wrap-up, surprises and presentation of the winner from this year's Radio Hack Europe – the best radio innovation project according to the jury. And finally, announcements of Radiodays Europe's new event in June and the host city for Radiodays Europe 18-20 March 2018! Where will we all go next year?

Hosts: **Paul Robinson (UK)** and **Annemieke Schollaardt (NL)**

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Sunday 19 March

13.30-16.00

3 Sunday workshops/masterclasses

You can get more of Radiodays Europe by signing up for an in-depth experience with one of our masterclasses on Sunday afternoon. The masterclasses are available for an extra fee and as an upgrade option to participants.

1. Storytelling for the airwaves: Crafting powerful stories in the digital age

An interactive masterclass that explores ways that radio journalists can tell better stories using eight essential story elements. Trainer: **Brandon Oelofse**, an award winning South African screenwriter and filmmaker and currently a senior trainer at RNTC in Hilversum, NL.

2. Online investigation – the essential skills

A masterclass for anyone who want to learn how to use social media better and also, how to use social media for online investigative journalism. BBC's online investigation expert **Paul Myers** will reveal loads of hidden tricks and tips.

3. The mobile video masterclass for radio professionals

In this hands-on workshop, Irish mobile journalist Eleanor Mannion shares the best techniques, apps and tricks to make professional video around your radio stories – even if you've never done that before. Trainer: **Eleanor Mannion**, an award-winning mobile journalist and creator of professional content just with the iPhone.

17.00-17.45 Room G105 (Topaz)

Dutch pirate radio - an inside story

Herbert Visser (Director of Radio, 100% NL and SLAM!, the Netherlands)

Herbert Visser will take us through a journey of famous Dutch pirate radio stations. As a DJ and news presenter he's been there and seen it all! He will tell the fascinating stories of Delta Radio and Radio Monique - the latter being on the same ship as Radio Caroline (off shore in the North Sea). Herbert has been raided 16 times by the authorities for illegal broadcasting – he really has seen it all! Currently he is Director, co-owner and co-founder of the Dutch national FM-station 100% NL, as well as co-owner and director of SLAM!

No prior registration required, first come first served.

