

# Radiodays Europe 2018

“The World is Listening”

Vienna 18-20 March 2018

## Conference Programme

(Subject to change. More speakers and content to be announced)

Sunday Masterclasses at the end of this programme.

V12 20180221

### Monday 19 March

9.00-9.55 Track 1 Hall E

#### **Radiodays Europe 2018 – Official Opening: The World is Listening**

Welcome to Radiodays Europe 2018 in Vienna! What are the big themes for radio this year? How is our industry changing? What are the new challenges and the latest innovations in radio and audio 2018? Don't miss this fast paced first session, with a number of shorter keynotes, interviews and surprises!

#### **Radio industry keynote:**

#### **The revolution will be broadcast: reinventing radio**

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

*More speakers and content to be announced for the opening session.*

Hosts: **Paul Robinson (UK)** and **Daniela Linzer (Austria)**

10.10-10.50 Track 1 Hall E

#### **“Nancy” - Finding the balance**

**Kathy Tu and Tobin Low (The Nancy show, WNYC Studios, USA)**

Nancy is a queer show, and it is also a very personal one. Not only do co-hosts Kathy Tu and Tobin Low share their friendship with the audience, they also share very personal stories from their lives. From coming out with language barriers to a lifetime of body image issues, Kathy and Tobin don't hold back. And neither do the characters and stories on the show. After more than 30 episodes of their podcast, Nancy has struck a delicate balance between creating a show that feels very authentically Kathy and Tobin while at the same time providing a platform for other voices and stories to also be authentically themselves. Nancy has been named among the best podcasts of the year by TIME magazine, Entertainment Weekly, Esquire, and The Guardian.

10.10-10.50 Track 2 Hall F2

#### **Digital strategies for radio**

**Alison Winter (Head of Audiences, BBC, UK), Aled Haydn-Jones, (Head of Programmes, BBC Radio 1, UK)**

Alison Winter from BBC Audience Research will share the research that is shaping the strategy for the future of radio in the BBC. What does the data tell us about the way people are now consuming audio and radio? In a divergent media landscape, does radio still play a significant part in people's lives? And how can the 'number crunchers' help programmers and producers create content that us that will engage and entertain radio audiences in the future? This fascinating session will address these questions and present some intriguing new results.

10.10-10.50 Track 3 Hall N

## **What we remember**

**Robert F. Potter (Professor and Director, Institute for Communication Research at Indiana University, USA)**

Professor Robert F. Potter is specialized in understanding how we, as listeners, unconsciously experience audio, music and radio, how we engage with audio, and our ability to remember what we hear. Using psychophysiology or social neuroscience, (the measurements of sweat, heart rhythms, fascial muscles and brainwaves) he will show you how he gets precise objective renderings of emotional engagement and attention to audio. Professor Potter will also help you make more effective radio messages, so your listeners can't stop themselves from paying attention to your station.

10.10-10.50 Track 4 Hall M

## **Anyone can afford to give away a million**

**Ralph Clemens Martin (Founder and CEO, EMIRAT, Germany)**

EMIRAT designs promotions with insured prizes and caters to all the platforms of radio stations. In this session, you will learn why spectacular sales promotions with a limited marketing budget are not a problem. You will gain insight into insured promotions and the resulting benefits for radio broadcasters, and hear how a radio station can turn any local event into a jackpot winning contest.

The benefits of this presentation: Get to know tools and techniques to increase visibility and traffic on all platforms – on air, online, on app, on ground, on text. Hear about EMIRAT's millionaire success story!

*This session is produced and hosted by EMIRAT.*

*--Coffee break*

11.10-11.50 Track 1 Hall E

## **Technology and disruption: How the world will be listening in 10 years**

**Ben Hammersley (Futurist, Contributing Editor, Wired, and Principal of Hammersley Futures, UK)**

Artificial Intelligence, big data, self-driving cars, 5G, programmatic advertising... the future of radio and audio can be troubling. It's evolving fast, and it's not waiting for anyone! What will we be discussing at Radiodays Europe 2025? Ben Hammersley probably knows, and he may have known for some time. (He actually invented the word "podcast"!) As the Editor-at-large of leading digital publication WIRED, Ben knows what moves the media first. When Ben speaks, organisations like Google, the US Department of Defense and Boston Consulting Group listen... as do Virgin, MTV, and Vodafone amongst others. Now it's your chance to listen to him at Radiodays Europe.

11.10-11.50 Track 2 Hall F2

## **Kratky & Stöckl**

**Robert Kratky (Breakfast host, Ö3) and Claudia Stöckl (Journalist and host, Ö3, ORF, Austria)**

This session brings two of the finest and most well-known Austrian radio personalities together, in conversation about what makes radio great and offering advice for young aspiring talent. Robert Kratky is the host of "Ö3 Wecker" - the legendary morning show of the public broadcasters' youth format Ö3. Claudia Stöckl has been the host of her own legendary interview show "Frühstück bei mir" for over 20 years. Listen and learn from the very best broadcasters from this year's host country – Austria.

11.10-11.50 Track 3 Hall N

## **Festivals, digital and programmatic - How Global is developing its business**

**Stuart Mays (Director for Commercial Strategy, Global, UK)**

Whilst the radio market faces significant new competition, it still retains large audiences and extensive relationships with advertisers. Stuart Mays, Director of Commercial Strategy for Global, the UK Media and Entertainment Group, outlines the steps the UK's number radio group has taken to expand its business and harness new opportunities. Find out how the group's focus on events, new digital properties and programmatic advertising has changed what the company does.

11.10-11.50 Track 4 Hall M

Speakers and content tba.

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12.00-12.45 Track 1 Hall E

## **How to launch a new show**

**Dave Berry (the Dave Berry Show) and Paul Sylvester (Head of Content, Absolute Radio, UK)**

So you want to launch a big new show with a really well known host... but what is the process behind it all? Who do you choose and why? How do you go about poaching them from a rival station? And then, how do you create a fresh, exciting new programme from scratch? Dave Berry was the host of the Capital FM Breakfast show for over 5 years before joining Absolute Radio in 2017 to host their new home time show - weekdays from 4pm. In this session Content Director of Absolute Radio, Paul Sylvester, will share the process behind signing Dave and launching the new programme... and one of the UK's most well-known radio hosts, Dave Berry, will talk about making the switch to Absolute Radio and how he approached starting a brand new show.

12.00-12.45 Track 2 Hall F2

## **Emotions and stories: the boom of sound documentaries**

**Vanessa Rodrigues (Journalist, director and professor, Portugal), Laura Romero (Audio producer and professor, Spain), Rosa Fernandez (Producer, P3 Documentary, SR, Sweden)**

Sound documentaries are 'candy' for producers, full of creativity and possibility, and often offer a hybrid between many radio formulas such as fiction, chronicles, interviews, literature and even sound art. With the emergence of podcasts, new technologies and the professionalization of audio makers around the world, telling real stories with sound has never been more exciting and attractive. From intimate stories to great historical themes, from serials to short portraits, sound documentary is the cinema of the radio. For listeners, it is a way to listen real stories packed with emotion. In this session, you'll hear about the creative techniques that can be used in a documentary, how to attract young audiences through creativity, and the different ways to produce programmes across different countries in Europe.

12.00-12.45 Track 3 Hall N

## **Keeping pace with digital Giants**

**(Ina Tenz (PD and GM Content, Antenne Bayern, Germany), Robert Förster (CEO Multicast Media, Germany), Caroline Grazé (MD, Radioplayer Germany))**

In order to remain as powerful, going forward, this session will examine how radio stations can embrace and work together with some of the current 'digital giants' rather than run the other way, screaming! Caroline Grazé will focus on Radioplayer worldwide as a digital platform and its monetary opportunities. With Radioplayer, there is instant access to Amazon Alexa, Sonos etc. thus increasing reach for stations. Ina Tenz from Antenne Bayern will highlight the value of competition beyond classic competition borders. When there's a bigger enemy out there, then you might challenge your classic view of your competition. Robert Förster from Multicast will elaborate on how innovative technology helps radio stations to seamlessly visualize and enrich their unique content and place it automatically across all of the platforms.

12.00-12.45 Track 4 Hall M

## **News - how to engage a new generation**

**Emma Theedom (BBC Audience Research, UK), Aslak Gottlieb (University of Southern Denmark)**

Our younger audience are adopting new news habits – moving away from traditional broadcast and towards social media. This session will give you an updated view of this development and show you how you should act in this market to maintain and grow your youth audience.

From the BBC, Audience Researcher Emma Theedom will demonstrate how BBC is future-proofing news programming on BBC Radio. And from Denmark Aslak Gottlieb will present his recent journalistic study #newsforteens, which has looked at how broadcast news media in Denmark have changed their engagement criteria in order to reach younger audiences.

12.45-13.45

## ***Lunch Break***

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13.45-14.30 Track 1 Hall E

## **Radio Summit**

In the Radio Summit we will hear from four top-level radio executives from across Europe, both private and public. They'll share their views on present challenges and future opportunities for radio. What are the key challenges for broadcasters today? How important is the rise of other types of audio? Where is the competition now? What can we agree to collaborate on? And how do we fight fake news and continue to play a key role for informing listeners and communities? These, and many more questions will be addressed in this high level panel session. Speakers TBA.

13.45-14.30 Track 2 Hall F2

## **Reasons to be cheerful - a politician and DJ's podcast adventure**

**Ed Miliband (MP, ex-leader of Labour, UK), Geoff Lloyd (Presenter and writer, UK)**

Does a politician need a broadcaster to get in the way of reaching the voters and what happens when a previously top-rated presenter leaves his radio station behind?

Geoff Lloyd, a popular national radio presenter, ended up interviewing the leader of the UK's Labour party - Ed Miliband - as part of the 2015 election campaign. They got on well, and when Geoff took a break from his radio

show he asked Ed if he fancied doing a podcast with him.

The podcast- Reasons to Be Cheerful - has topped the iTunes chart in the UK and has been engaging listeners directly with policy ideas presented in an informal self-deprecating way. Combining comedy, great guests and a modern way to talk about politics, find out what the show has taught its two hosts.

13.45-14.30 Track 3 Hall N

## **Show me the money**

**Dan Healy (Head of 2FM and Head of Radio Strategy for RTÉ, Ireland), Mark Barber (Planning Director, Radiocentre, UK)**

This session is about how radio is perceived by advertisers and agencies and radio's real strengths and effectiveness, focusing on radio's potential to take back its fair share of ad budget.

Dan Healey will talk about how radio has always been a strong 'call-to-action' medium, even more true in a world where consumers regularly access brands online. Radio stations have also heavily invested in their multi-platform offerings that complement their core radio brand so there are now many key touchpoints for listeners to engage with their favourite station. Radio remains a powerful advertising tool and agencies which are leaving radio last on their plans, they're missing out on key audiences for their advertisers.

Where does radio stand compared to the advertising media? Mark Barber presents a new research study, conducted by Ebiquty, which explores the value of media for brand advertising. Quantifying the differences between perception and reality, this wide-ranging project blows the lid off current wisdom in media planning.

13.45-14.30 Track 4 Hall M

Speakers and content tba.

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14.45-15.45 Track 1 Hall E – double session

## **1. Winning strategies to lead creative change**

**Linda Green (Director, Leading Creative Talent, UK)**

Over the last 20 years, Linda has led the creative strategy for the BBC's biggest events, channels, brands and cultural change programmes. Now, as an independent specialist in leading change, Linda will share her four stage model for creative leadership and share the skills to lead your ideas. Linda will take a scientific approach to creativity, exploring with us her proven, winning strategies to lead highly creative teams, motivated and inspired to tackle our creative challenges.

## **2. From personal brand to winning content**

**Jo Stanley (Morning show host, comedian, actor, Australia)**

If only there was an easy formula for filling your show with winning content – every day. Actually... there is! Jo Stanley takes you through a series of exercises to delve deep into your personal brand, and shows you how you can consistently stand out from the rest of your market, and build crucial resilience in the process. Jo uses examples from her 15 years in radio, and practical techniques. This will be an interactive keynote – so bring a pen and a healthy dose of self-awareness!

14.45-15.45 Track 2 Hall F2 – double session

## **Smart speakers about smart speakers**

**Laurent Frisch (Head of Digital, Radio France), Jonas Bedford-Strohm (Team lead Alexa, BR, Germany), Nicky Birch (Rosina Sound, UK), Tom Webster (Edison Research, USA)**

Some say that they are the next big thing for audio. Some say that they are only nerdy gadgets! Amazon Echo, Google Home and soon Apple HomePod are already available in selected countries. So smart speakers are already making an impact. But to make up your mind, to learn the best practice from broadcasters, to discover innovative projects and to know how to play with these potential game changers, our smart human speakers have clever ideas, inputs and feedbacks to share with you. How do you get your station on these smart speakers and how do you get the listener to interact with your station via vocal control? Who is in control of what radio can do with the smart speakers? These issues and many others will all be addressed by our very own “smart speakers”.

14.45-15.45 Track 3 Hall N – double session

## **1. Brand building with radio**

**Martin de Munnik (Neuromarketer, Neurensics.com, the Netherlands), Henning Lüdemann (Sales Manager, RMS, Germany)**

Two studies about the power of radio - not only its power to activate listeners, but as well as a brand builder for advertisers.

Henning Lüdemann from RMS will pinpoint how to use the visual transfer effect when it comes to TV and audio in the media mix, how media plans will be more efficient and gain additional reach.

Martin de Munnik will present a new study, made with Radio 538 in the Netherlands, to identify which variables in radio ads are the ones that help building the brand in the heads of the listeners.

## **2. Dear Advertising Industry, the answer to all your Programmatic concerns is... Digital Audio**

**Stuart Mays (Director of Commercial Strategy, Global, UK) Martin Baumgartner (Head of Business Development, Swissradioworld, Switzerland)**

In this session, Stuart Mays will argue that advertisers are losing trust in Programmatic advertising & that consumers aren't that keen on digital advertising either. Keith Weed (Global CMO Unilever) is threatening to pull advertising from Google and Facebook saying “we will prioritise investing only in responsible platforms that are committed to creating a positive impact in society.” Stuart Mays explores whether Digital Audio is THE answer to the industry's concerns.

The reality is that buying and selling digital advertising inventory has changed dramatically in recent years. With programmatic advertising, brands and agencies buy inventory via an automated process. By using this data efficiently and effectively, they can target audiences with ads that are relevant to specific customer's needs. FM has the privileged position to learn from other advertising platforms' mistakes. So, which elements of the widely used buzzword “programmatic” exactly should FM radio focus on?

14.45-15.45 Track 4 Hall M – double session

## **1. Innovations from Austria**

**Rüdiger Landgraf (PD, Kronehit), Albert Malli (Vice PD, Ö3, ORF), Florian Novak (Founder of Tonio)**

Austria is a hotbed of innovation. In this session, you'll hear about some of the best Austrian innovations for radio. What's been coming out of Austria in the last few years with regard to innovations is quite remarkable, and we have some of the architects of those innovations at Radiodays Europe.

Ö3 will tell us about Xebri Flow, which provides integrated intelligent traffic news. KRONEHIT will explain how Skip FM works in the KRONEHIT App, where you're able to skip music within the live radio stream. And Florian Novak will tell us about Tonio, a solution providing enhanced content for radio stations.

## 2. Radio Hack Europe – the winners

The best ideas and innovations from Radio Hack Europe will be presented by the teams behind them. Radio Hack Europe is an innovation workshop, taking place over the weekend before Radiodays Europe. In this session you will hear the best radio innovation ideas selected by the Radio Hack Jury.

--- *Coffee break*

16.00-16.40 Track 1 Hall E

### **Successful women on-air - Talent & development**

**Angi Taylor (Morning host, 103.5 KISS-FM, Chicago, USA), Annemieke Schollaardt (Presenter NPO Radio 2, Netherlands), Trish Adudu (Breakfast host, BBC, UK), Dennis Clark (Vice President of Talent Development, iHeartMedia, USA)**

In this session three female radio hosts talk with talent coach Dennis Clark about the significant role women have on-air, how that has developed over the years, and how they have progressed in their careers. These women are breaking new ground and achieving ratings successes, and they will discuss how radio stations fully develop their female "on-air talent".

16.00-16.40 Track 2 Hall F2

### **Battle for the dashboard episode II: the audio strikes back!**

Radio in car is still a key issue for the industry. With the ongoing rollout of Apple CarPlay and Android Auto, it is easier than ever to access online music services, but with the relevant apps, the radio players could still be in the driver seat. Audio quality in car is also a great field where the radio can prove its expertise. To have an overview of what the passengers will enjoy on board, the car industry will give you its vision of the future: connected services and onboard entertainment, immersive audio with multi speakers systems etc. Speakers TBA.

16.00-16.40 Track 3 Hall N

### **Local radio: Making a difference**

**Michele Livesey (Chief Reporter, Key 103, UK), Jon Koldenius (Audience Engagement Editor, P4, Sweden), Chuse Fernandez (Director, TEA FM, Spain)**

Successful local radio is very much about engaging with your audience. In this session we will hear from 3 different stations and how they found ways to connect and engage with their listeners. Michele from Key 103 Manchester will discuss when reporting can make a difference; Jon from P4 Borås will tell the story about how the station uses the new Next Generation mobile broadcasting set for moving the broadcasting to one of the troubled suburbs; and finally Chuse from the award winning TEA FM in Zaragoza will report on the station's "Hybrid Sound" project, bringing together global and local.

16.00-16.40 Track 4 Hall M

### **Media Darwinism – Don't get bogged down in your digital audio transformation**

**Erik Portier (Chief Revenue Officer, Radionomy Group/TargetSpot, Belgium)**

The Internet didn't kill Radio! It has become its best friend. We are consuming more digital audio than ever before, and we're engaging online at the same time we're tuning in. Connected devices allow us to listen and experience radio and digital audio whenever and wherever we want. But don't get bogged down in your digital

transformation strategy, it's the survival of the fittest. Companies that are not embracing the full power of digital first, will probably disappear in the very near future. The rise of one technology doesn't always mean the end of another.

Discover how this convergence will create new business opportunities for your radio and how to change your business model from terrestrial to digital first.

*This session is produced and hosted by Radionomy.*

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16.50-17.30 Track 1 Hall E

## **The secret science of pop**

**Armand Leroi (Author, broadcaster and evolutionary biologist, UK)**

What makes a great hit record? Is it possible to use data to understand music? Can algorithms find the secret to pop success?

Evolutionary biologist, Professor Armand Leroi, believes data science can transform the pop world. Gathering together a team of scientists and researchers for a BBC TV programme, he analysed over 50 years of UK chart music and using his findings, teamed up with hit producer Trevor Horn to see if he could turn the results into a potential chart-topper. Find out if he was successful!

Plus, in this session Armand will also take a scientific look at the evolution of pop, revealing the major revolutions in music and the artists who transformed the musical landscape. Finally, he'll address the bigger question of whether science can ever explain the 'creative process' and how it could be used more in the radio industry in future.

16.50-17.30 Track 2 Hall F2

## **When I messed up**

### **What we can learn from our mistakes**

**Ben Hammersley (Hammersley Futures, UK), Ina Tenz (Antenne Bayern, Germany), Filippo Solibello (RAI, Italy), Dan Healey (RTÉ, Ireland)**

We usually hear people telling everybody else how great they are. Not here. In this session the aim is to present some of the worst screw-ups that happened in radio! If you want to learn from other people's mistakes – so you can avoid making the same ones – then this is for you. Let's laugh at all our mistakes – and learn from them too. Host: Martin Liss.

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## **Tuesday 20 March**

9.05-9.45 Track 1 Hall E

### **Creating powerful imaging**

**Staxx Williams (Creative Service Director, Z100 New York, USA)**

Great imaging is an essential ingredient of any successful radio station. Those making it must have the perfect balance of creativity and production skills. Staxx Williams is the Creative Services Director at New York's Z100 and KTU – 2 highly successful stations in America's most competitive radio market. In this session he will reveal his approach to imaging, how he creates memorable and impactful messaging on those stations, plus he will share production tips that will ensure the imaging



on your station will stand out from the crowd, whatever the format.

9.05-9.45 Track 2 Hall F2

## **Cinematic radio: A film for the ears**

**Penelope Thomas (Producer and Project Manager Applied Industry Research for Innovation, AFTRS, Australia)**

“Precipice” is a revolutionary use of sound: a dimensional and immersive “film for the ears” that opens up a whole new realm in the podcasting space. The narrative has been created specifically for binaural technology, a world-first in podcasting. “Precipice” is cinematic journey, made by filmmakers, and the project has brought filmmaking techniques to audio production in many innovative ways. Without the use of narration, the rich, textured and immersive storytelling is a unique entertainment experience. The project also includes use of biometrics to measure physiological audience engagement of binaural storytelling with fascinating results. Bring some popcorn, get comfy, and find out more about “cinematic radio” in this fascinating session.

9.05-9.45 Track 3 Hall N

## **1. How to write funny for lazy people**

**Philip Maes (Copywriter and radio specialist, Belgium)**

You want to write funny copy, but you're too lazy to get up and do something about it... like making the effort to find out how others do it. What secret techniques do comedians use when they write comedy? How can you connect with the funny you? What is funny about the letter 'K', deadlines and dirty?

Philip Maes, award winning copywriter, radio specialist and writer of audio plays for children has found out for you.

## **2. How to talk to your listeners:**

### **Should you treat radio like insta & You Tube?**

**Dieuwertje Valentijn (Programme manager Qmusic, the Netherlands)**

Branded content on the radio has to sound natural, otherwise it is a turn off for the listener and in the end for the advertiser and the station it serves. So how do you motivate both your jocks to talk business in your stations way and manner and what to expect from the advertiser?

9.05-9.45 Track 4 Hall M

## **New digital audio-first news expression**

**Josef el Mahdi (Journalist, Swedish Radio, Sweden)**

Many media companies, even broadcasters, have found themselves focusing on visual expression and text in their digital news journalism, leaving audio behind. With Swedish Radio's news services moving to digital, its online platforms have sometimes been associated with text rather than a clear focus on audio. Swedish Radio is exploring how to adjust this course, guided by the fact that audio is its core competence. “As a radio company, we have to try better at doing our thing - which is audio – including on our own digital platforms”. So what is a new digital logic, with audio in focus? Josef el Mahdi is a journalist and working with the ‘digital audio-first’ news format innovation. More speakers TBA.

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10.00-10.45 Track 1 Hall E

## **Norway - the land of digital radio**

**Ole Jorgen Torvmark (Digitalradio Norge), Jon Braenes (Head of radio, NRK, Norway), Kenneth Andresen**

**(Head of P4 MTG, Norway) and Lasse Kokvik (Administrative Director, SBS Radio, Norway)**

Norway is the only country in the world that has fully digitized national radio. When the last FM-signals were switched off in December, a long journey was completed and the transition to DAB as a broadcasting platform became a reality. What now? Is Norwegian radio in a better shape for the future? 'Digitalradio Norge' will publish the official report on the Norwegian switch-over, and the major broadcasters will let you in on their view of the future and how they'll shape radio in the years to come. Norway's change to DAB+ was criticized by politicians, some in radio management and by the public too. But were they right in their pessimism, or is DAB+ the best future for radio and will the rest of Europe follow? Find out the answers from the truly digital Norwegians!

10.00-10.45 Track 2 Hall F2

## **Women in radio – breaking the glass ceiling**

**Christiana Jankovics and Ulrike Wuestenhagen (ORF Women Task Force, Austria), Cilla Benkö (DG, SR, Sweden), Nicky Birch (Rosina Sound and Sound Women, UK)**

Half of the population are women but, according to all studies, women in radio continue to be under represented in most areas. If radio is a mirror of society and the sound of our lives – shouldn't radio have more female perspectives? True. Over the past couple of years, a lot of progress has been made, but we still have a long way. The goal of this session is to put the problem on the table for discussion and to hear the best solutions from role models and experts. Explore ideas and initiatives which can improve the role and influence of women in the radio industry. Host: Emma Rodero.

10.00-10.45 Track 3 Hall N

## **Top 10 radio promotions**

**Niall Power (Head of station sound, Beat 102-103, Ireland)**

With so much entertainment competition for Generation X and Y, radio stations have had to become leaders in multiplatform content. One of the key elements is the creation of unique, quirky promotions which excite the listener and are attractive to advertisers – a winning combination! In this session, Niall Power from the multi award winning Irish regional radio station Beat 102-103 will showcase ten of the best multi-platform promotions executed in the last 12 months. If you're in charge of or are part of a team at your radio station who helps devise radio station promotions then you won't want to miss this entertaining session.

10.00-10.45 Track 4 Hall M

## **Total audience measurement – TAM**

**Kristian Tolonen (Head of Audience Research, NRK, Norway), Emmanuelle Henry (Head of Market Research, Radio France)**

The future of audio is both on-demand and live – and now measurement systems have caught up with the future! Some countries have now begun to measure and report all audio - live and time-shifted, broadcast, online and podcast – all in the same measurement. From Norway, Kristian Tolonen will talk about their new TAM (Total Audience Measurement) introduced in January, and from France Emmanuelle Henry will talk about the new global measurement system being developed in France.

--- *Coffee Break*

11.05-11.50 Track 1 Hall E

## **How to work the glocal angle: Collaborating not competing for change**

**Molly Bingham (Founder and CEO, Orb Media, USA)**

Molly Bingham will talk about how and why she founded Orb Media and its unique journalism business mode. Orb Media is a global journalism organization telling stories that matter to billions of people around the globe. Its multi-media journalism fuses original research and data analysis with social journalism – turning the public into a reporting resource - and old school, on-the-ground reporting in multiple countries, to examine systemic issues that cross national and cultural divides. Orb publishes in partnership, with the world's agenda-setting media, catalyzing global public dialogue and generating constructive change.

11.05-11.50 Track 2 Hall F2

## **Exploring the psychology of talent: Leading performers to their peak and beyond**

**Travis Kemp (Consulting, Coaching & Organizational Psychologist, Australia)**

With the world of content now firmly in the hands of the masses, identifying, developing and leading talent is now more important than ever to programming producers and directors. Whilst engaging, relevant and relatable performances are critical to the production of great content, understanding the unique psychological make up and personality of our performers is critical to supporting and managing their efforts to deliver world class performances. This session will illuminate the personality and behavioral similarities shared by many performing artists and explore ways that these can best be understood and utilised to create sustainable performance, impact and results.

11.05-11.50 Track 3 Hall N

## **Podcasting – where is it going?**

**Tom Webster (Edison Research, USA) and James Cridland (Managing Editor, Podnews, Australia)**

Podcasting is getting stronger every single year and constantly attracting new listeners. Is it making an impact in your market yet? This session will bring you the latest research and overview of all the key podcasting trends around the world. What works and how do they make money, if indeed they do? From iTunes to Audioboom and from Acast to Audible – what's it all about and where is it going?

11.05-11.50 Track 4 Hall M

Speakers and content tba.

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12.00-12.45 Track 1 Hall E

## **Why Kool brands hate radio**

**Thomas Grabner (CEO, Kastner and Partners, Austria), Ralph van Dijk (Executive Creative Director, Eardrum, Australia), Bart de Kool (KFC, Netherlands)**

It's a fact. No matter how much compelling audience data, ROI rationale or free concert tickets radio stations throw at them, aspirational brands don't feel at home on radio. In this session, Ralph van Dijk (Eardrum) goes toe to toe to toe with Thomas Grabner (Red Bull) and Bart de Kool (KFC) and tries to convince them that globally admired ideas like Red Bull Stratos with Felix Baumgartner, or KFC's Celebrity Colonels could have been more successful, if radio was in the mix.

This will be a brutal and heated wake up call for radio, but you'll see some of the world's coolest advertising from Nike, Oreo and Beats By Dre... and walk away with enough ammunition to win over the biggest radio cynic!

12.00-12.45 Track 2 Hall F2

## **Fact checking: the right tools and good practices**

**Wilfried Runde (Head of Innovation Projects, Deutsche Welle, Germany), Vincent Ryan (Journalist, Google News Lab, UK)**

What, Where, Who, When, Why... The basic rules of journalism are challenged more than ever in this era of fake news. To stick to the true and to ease the working process of news verification, it is now possible to use powerful tools to check the facts, the places, the people, the reasons, the time... and to respect some simple good practices, always good to be remembered. This session will give you the right inputs to bring back to your newsroom to continue the fight for truth.

12.00-12.45 Track 3 Hall N

## **Podcasts: Doing sport differently**

**Lynsey Hooper (The Offside Rule, UK), Cheeka Eyres (For F1's Sake, UK), Francisco Izuzquiza (Spain Media Radio, Spain)**

Sport has always been a staple of commercial and public radio, but with rights costs increasing and tighter formats replacing broader radio stations, has radio abandoned it to new audio platforms, and specifically podcasting?

We'll hear from the creators of three successful sports podcasts, who've all found a different way of engaging with sports fan and growing new businesses.

12.00-12.45 Track 4 Hall M

## **Getting it together**

**Siobhan Kenny (CEO, Radiocentre, UK)**

Radio companies often obsess about how they can gain an advantage over their broadcasting competitors. In this session Siobhan Kenny, Chief Executive of Radiocentre UK, considers when it makes sense for radio businesses to collaborate and reveals how working together can help deliver strong business benefits for the whole industry.

12.45-13.45

## **Lunch Break**

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13.45-14.30 Track 1 Hall E

## **Midge Ure – On stage, in conversation**

Midge Ure is a record industry legend, having written, produced and performed some of the most memorable songs in pop music. In this session, Midge will be in conversation, talking about his career in music, the role radio has played, and how the music industry has changed over the years. He'll share the story behind the writing and recording of "Do They Know It's Christmas?", and his role in organising the incredible 'Live Aid' concert. Plus, he'll be bringing his guitar and treating us all to some live music in Vienna!

13.45-14.30 Track 2 Hall F2

## **Mobile journalism (MOJO)**

**Glen Mulcahy (Founder, Titanium Media, Ireland)**

The tools and technology for radio journalists are now better than ever and ‘mobile journalism’ is allowing stations to produce new and innovative news content. In this session, Glen Mulcahy will teach us about how to use Snapchat, Instagram and all the other key social platforms, to produce and market audio and news. Glen, until recently, was the innovation lead with RTÉ in Ireland, and over the last five years he has inspired and driven the growth of mobile journalism within RTÉ’s newsroom and across other European broadcasters. He’ll share some of the best MOJO practices which he has developed and used to train over 1500 journalists.

13.45-14.30 Track 3 Hall N

## **3 shows, 3 successes**

**Jonas Gülstorff (Songwriter, DR, Denmark), Serge Schick (Head of Strategic Marketing and Development, Radio France), Denis Avdic (Breakfast Host, Radio 1, Slovenia)**

3 innovative formats from 3 countries, which definitely will inspire you.

Songwriter (Denmark) - the 2017 winner of Prix Europe in the category “Best music format”. Host and producer Jonas Gülstorff will present this unique and original concept focusing on the actual process of writing a song. France Inter. A media experience with radio at the core. A live radio show in front of an audience in Paris is at the same time sent live in 40 movie theaters across France, to offer the possibility to all the listeners to be part of the event.

The Denis Avdic Show (Slovenia). Apart from hosting his own popular morning show on Radio 1, Dennis is also hosting the most popular Saturday night TV show and doing his own stand-up and one-man theatre shows. Denis will talk about what makes a great radio show.

13.45-14.30 Track 4 Hall M

Speakers and content tba.

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14.45-15.30 Track 1 Hall E

## **30 ideas in 45 minutes**

Radiodays Europe 2018 in Vienna wouldn’t be complete without the now legendary session that’s jam-packed full of ideas – 30 of them in 45 minutes to be precise! A collection of great speakers from across the conference will provide plenty of quick-fire and practical ideas, meaning you’ll go away from Vienna brimming with thoughts and inspiration to bring back to your radio station! Speakers TBA. Host: Nik Goodman.

14.45-15.25 Track 2 Hall F2

## **The world’s greatest music:**

### **What we can learn from classical music radio**

**Susanna Arpi (DR, Denmark), Elke Tschakner (ORF, Austria), (Els De Baets, VRT, Belgium)**

Vienna is sometimes called classical music capital of the world. In this session, 3 formats will demonstrate innovative solutions all radio stations can use to attract difficult to reach audiences, using great radio formatting. From P2 Denmark a case on how to stay relevant using storytelling and a mix of music genres. Klara from Belgium will demonstrate their unique user segmentation tool “Klarafy”, which can translate modern music into classical music. Finally Ö1 from Austria which has won awards for its innovative regularly scheduled music programming.

14.45-15.25 Track 3 Hall N

## **From state propaganda to public media in Ukraine**

**Zurab Alasania (CEO, Public Broadcaster of Ukraine, Ukraine)**

With its 45 million inhabitants, Ukraine is the largest ex-soviet country in Europe - an eclectic mix of proud heritage, modern perspectives and economic struggle, frustrations with the past and conflicts in the present, dictatorship and oppression and revolutions and freedom. 18 months ago the former state media was transformed into a public broadcasting company. This transformation affects over 7000 employees, over 20 regional studios and offices, and includes a complete synchronization of TV, online and radio teams for the first time. Part of this gigantic process also is the construction of a new multimedia newsroom and the building of an academy for public broadcasting. This project is a multinational consortium effort supported by the EU and Germany.

In a rare appearance outside of Ukraine, learn from UA:PBC's CEO Zurab Alasania what the challenges are and how they will master them in one of the biggest reform projects in European media.

15.30-16.00 Track 1 Hall E

## **Finale**

Wrap-up, surprises and announcement of Radiodays Europe's Podcast Day in June and the host city for Radiodays Europe 20-22 March 2019! Where will we all go next year?

Hosts: **Paul Robinson (UK)** and **Daniela Linzer (Austria)**

***Subject to change. More speakers and content to be announced.***

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## **Add a Sunday Masterclass! (18 March)**

Don't miss the unique opportunity to go more into depth in one of our Sunday masterclasses on Sunday 18<sup>th</sup> with some of the best trainers in their field. We are offering 4 quality masterclasses to improve your skills in Agile Project Management, Voice Training, Pitch Your Ideas and Working With Talent. Plus an exclusive Q&A masterclass with one of America's most famous breakfast hosts, Elvis Duran from Z100.

The masterclasses are available for an extra fee. They are only available as an upgrade option for participants with an RDE ticket. Limited availability! First come first served. Price: 50 EUR + VAT for masterclasses 1-4, and 40 EUR +VAT for masterclass number 5. Sign up now on the website.

**Sunday 18 March 10.30-13.00** Masterclass: 2.5 hours

### **1. The Peak Performance Masterclass: Working with talent**

**Travis Kemp (Consulting, Coaching & Organisational Psychologist, Australia)**

This masterclass will identify and explore a range of approaches, techniques and methods to build the performance alliance between producers and directors and their performing artists and provide frameworks for continuous maintenance and improvement in performance.

Dr. Travis Kemp, Australia, has worked with peak performing artists, executives and leaders for over 30 years and across multiple industries including radio and television. As an Organisational, Exercise & Sport and Counselling Psychologist and an accomplished business leader, academic, researcher, writer and entrepreneur,

Dr. Trav brings a unique depth and breadth of insight into the world of peak performance and world class performers.

**Sunday 18 March 14.00-16.30** Masterclass: 2.5 hours

## **2. Pitch Coaching Masterclass: Getting your idea pitch perfect**

**Linda Green (Director, Leading Creative Talent, UK)**

Linda's approach to pitching combines story development, the psychology of selling and coaching support. The masterclass will take your idea through 3 key areas of refinement to get it pitch ready: from pitch content (what's the story?), persuasion (what do buyers want?) and performance (how will the pitch run?). The techniques Linda will share have successfully won pitches for a range of content, genres and platforms both inside and outside the BBC. You will walk in with a good idea and walk out with one ready to pitch!

**Sunday 18 March 10.30-13.00** Masterclass: 2.5 hours

## **3. Voice training: Master the magic instrument of your voice to sound credible**

**Emma Rodero (Radio Researcher, Trainer and Professor, Pompeu Fabra University, Spain)**

How many times do you have to speak in public? And how many times do you have to deliver a radio message? In both situations, you have to use your voice to get your goals. But, do you know how to do it? Voice is your main communication instrument and reveals your level of competence and credibility. For this reason, voice training is essential to effectively deliver your public and media presentations. This workshop focuses on training your voice to sound credible in your public speeches. To this end, it aims to learn how to prepare your voice before a speech, how to improve the sound of your voice, and how to use the different elements (tone, loudness, voice quality, intonation...) to enhance your way to speak. Take your presentations to the next level mastering the magic instrument of your voice!

**Sunday 18 March 14.00-16.30** Masterclass: 2.5 hours

## **4. Agile project management**

**Christian Lapointe (Agile Coach, France)**

With its focus on value and adaptation to changes, Agility is a solution to tackle the fast-changing world and the ever-growing complexity of the solution we deliver to our client.

Used first by software development teams, agile is on its way out of the IT world and into every other aspect of the enterprise. Agile brings a whole new set of practices: Daily stand-up, retrospective, iterations ... Are they new concepts or just other names to things you were already doing ?

Christian Lapointe is an agile/organizational coach. During his 16 years as an "agilest", he helped the transition of many organisations and trained thousands of people – among them Radio France, France Media Monde, RTS and EBU.

**Sunday 18 March 16.45-18.00** Masterclass: 1 hour 15 min

## **5. Ask Elvis!**

**Elvis Duran (Morning Show Host - Z100 New York, USA)**

Join Elvis Duran from New York's Z100 and find out the secrets to staying at the top of the Morning Show ratings game in some of the most competitive markets in the US. In this special, intimate and limited-capacity Masterclass, it's your opportunity to "Ask Elvis" anything you want to help you get the best out of your own Morning Show. You'll get open and honest answers from the man himself, as Radiodays Europe gives you the chance to chat with a radio legend!

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