

Radiodays Europe 2015

Passion meets Progress

Milan, Italy, 15-17 March 2015

Preliminary Programme

The Z100 Morning Show

Elvis Duran and Dennis Clark (iHeart Radio, USA)

“Elvis Duran and the Z100 Morning Show” wakes up New York City every morning! The programme is also heard in over 70 markets across the USA, making its host, Elvis Duran, one of America’s most popular radio personalities.

How do you create a show that consistently delivers huge audiences, and what are the ingredients that make this programme the most listened to Top 40 Morning Show in the US?

For one day only, Elvis will be in the building!

Joining him on stage is the Vice President of Talent Development for iHeartMedia, Dennis Clark. Dennis’ role is to nurture the best and most talented radio people in the industry and he works directly with key radio personalities, such as Elvis Duran and Ryan Seacrest.

Elvis and Dennis will be in conversation with UK radio consultant John Simons, sharing their experiences and thoughts in what will be an unmissable session.

#Je suis Charlie

Terror and breaking news – the inside story

Cécile Mégie (Director, Radio France International)

Antoine Bayet (Head of digital, France Info, Radio France)

Mark Cummins (Content manager, SBS, Australia)

The terrorist attacks on Charlie Hebdo and a supermarket Paris was the breaking news story of the decade in France. Attacks that chocked the entire nation and a whole world. The massive engagement of the public in defense of freedom of speech got manifested in the hashtag “jesuischarlie” – I am Charlie -the most used hashtag worldwide in history.

In this session you will hear the inside story from two French newsrooms, that of France Info (Radio France) and of Radio France International, who told the story to the outside world. How did this story emerge and how was it covered, what discussions went on in the newsrooms about what to publish and when? How was the news spread in social media and what is radio’s role when a story like this breaks?

In addition Mark Cummins of SBS in Australia will join the conversation with perspectives from the Sydney hostage siege. He was himself on the phone with one of the hostages during the siege.

The Chris Evans Breakfast Show – Uncovered

Helen Thomas (Editor, BBC Radio 2, UK)

The Chris Evans Breakfast Show is a radio phenomenon. Chris originally hosted it on BBC Radio 1 from 1995, and then took the show to Virgin Radio in 1997. After several years on other programmes, The Chris Evans Breakfast Show returned in 2010, this time to BBC Radio 2.

The programme is delivering record audience figures – over 9 Million listeners a week, and Chris' show has helped BBC Radio 2 become the most listened to radio station in the UK, with over 15 Million listeners a week.

The programme is a unique mix of Chris' positive and upbeat personality, great music and some of the biggest celebrity guests in the world. But this is also not a show you can easily define.

So how does it all come together? What is the secret of its success? The person who knows best is Helen Thomas, the programme's Editor. She'll be in conversation with UK radio consultant Nik Goodman, to share some of the magic that makes The Chris Evans Breakfast Show one of the most successful breakfast shows in the world!

Radio Summit

Jacqueline Smit (CEO 538Groep, NL)

Helen Boaden, (Head of Radio and Music, BBC, UK)

Christoph Falke (Head of TV & Radio at Axel Springer SE, Germany)

Thor Gjermund Eriksen (Director General, NRK, Norway)

Four top-level radio executives from leading European broadcasters, both private and public, share their views on present challenges and opportunities for radio. Each of them will present their ideas in a short keynote speech, which will be followed by a discussion about collaborations, competition and the future of the radio medium. Moderator: Paul Robinson, UK.

Radio beyond radio

Pierre Bellanger (CEO, Skyrock, France)

The golden age for radio is now - and everything is yet to be invented.

Skyrock is the one of the most successful radio stations in France, and one of the largest social networking websites in the world. It's one of the stations by which all of radio's online presence is measured.

Pierre Bellanger will share his vision of radio in an era of mobile and social: is radio still relevant in these times? How can radio really take advantage of the world beyond radio?

Be inspired and excited about the opportunities that radio has in our new connected world; and discover what your station can do to succeed in it.

How radio became digital-first

Ali Abhary (CEO, Karnaval Media Group, Turkey)

This is the story of transformation. The transformation of a traditional radio broadcaster into a digital-first, multi-media company; the story of Karnaval Media Group, and how it changed its business to take advantage of a fast-growing digital ad sector, while leveraging its capabilities and roots in audio-based media.

In 2011, the company looked after just four FM radio station brands, with almost no digital presence. In 2015, Karnaval Media Group has four divisions: a) Radio Station Networks (digital and FM); b) a web publisher; c) a multi-channel network online video business; and d) a subscription-based music service.

Ali Abhary will tell us how Karnaval is now among the top 10 online audio services in the world, and along the way, how Karnaval won several digital awards: and the lessons learnt from reinventing his business.

The golden age of news

Mark Little (Founder of Storyful, Ireland)

What is the future of news? Mark Little believes it is a future where breaking news is either broken or original and new. News's future is where the power of relevance will shift from authority to authenticity, and where the capability of filtering social media content will be paramount.

Discover why news organisations need to successfully embrace a revolutionary disruption in storytelling: to develop unprecedented engagement with their communities, better journalism and new business models.

Mark Little is the founder of Storyful, the world's first social media news agency, specializing in how to discover and verify news stories on platforms like YouTube or Twitter. The company was recently acquired by News Corp.

The Comic Toolbox or How to be funny when you're not

John Vorhaus (Creative consultant, USA)

There is absolutely no secret to being funny. All it takes is a willingness to risk and an understanding of a few simple tools. In this dynamic, far-too-short session, you'll learn how to be funny – even if you (think you) are not. You'll learn why failure is fun and why a thing isn't funny to the person it's happening to. You'll learn about the comic premise – the gap between real reality and comic reality – and how to create comic characters out of thin air. If time allows (it will) you'll learn such useful comic tools as clash of context, exaggeration, and the inappropriate response. If time still allows (it won't), you'll also learn the secret of life.

John Vorhaus is best known as the author of the comedy-writing classic, *The Comic Toolbox: How to*

be Funny Even if You're Not, but he has written more than twenty books. An international creative consultant, he has taught and trained writers, created television shows, and developed entertainment programming in 30 countries on five continents.

For the next generation

Ben Cooper (Controller BBC Radio 1 and 1Xtra, UK), Cajsa Lindberg (Controller SR P3, Sweden)

Radio 1 is the youth flagship station of the BBC and P3 is the Swedish Radio's youth channel. There is an ongoing battle to get the attention of the young audience, and the playing field changes rapidly.

A great deal of groundbreaking research has been put into the recent changes and innovations both stations have made. Both stations put emphasis on going digital; being on social media, on mobile, being more than just "radio". Swedish Radio involved its audience in a long interactive process of how to reshape the services to make the channel more relevant to teenagers, the youngest audience segment, and how to engage with the brand. Radio 1 has a strategy that reflects radio's multiplatform environment.

Discover the visions of these Controllers and how traditional radio brands can stay relevant to their fast moving audience.

Death, sex and money

– how to start and succeed with podcasting

Anna Sale (Producer, New York Public Radio, USA)

"Death, Sex and Money" is a fortnightly podcast about the big questions and hard choices that are often left out of polite conversation. It's presented and produced by Anna Sale from WNYC, the largest public radio station in the US.

After eight months the podcast is popular and acclaimed: included in the iTunes "Best of 2014" podcasts, and topping a BuzzFeed list called "New Podcasts That Will Make You A Better Human".

Hear the story about the idea behind the podcast, and the challenges in reaching a large audience. And discover how Anna converted herself from being an experienced news reporter to become a long format storyteller: telling stories that are often personal and sometimes uncomfortable.

Making radio personalities relevant in 2015

Dennis Clark (Vice President of Talent Development for iHeartMedia, USA)

How do you ensure your radio personalities are relevant in 2015, and what are the best ways to guarantee they're connecting with their audience every time they open the microphone?

In this session, Dennis Clark will talk about the importance of presenters 'being real' and how this strategy can lead to talent becoming big stars in their market.

He'll draw on his unrivalled experience from working on some of the most successful shows on US radio, and share with us techniques used by the biggest names in the business.

How broadcasters can deliver great social media experiences

Jon Spearing (Research Manager, BBC Online, UK)

Social media has fundamentally changed the mechanics of content distribution - with our audience now often acting as content creators and publishers.

As the world's largest broadcaster, the BBC has unrivalled experience and research into social media for audiences.

In this session, hear a number of key principles that broadcasters can follow to adapt to this shift and deliver great social media experiences for your audience. Backed by research, these principles could change the way you view social media.

Jon Spearing is Research Manager for BBC Online, responsible for exploring and understanding emerging digital behaviours and helping the BBC to be at its best online.

Mobile apps: more than just live radio

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

Long Zheng (Head of Product, Omny, Australia)

Boris Lochthofen (CEO, Regiocast, Germany)

Michael Mahemoff (Founder, player.fm, UK)

Phones and tablets are responsible for more and more consumption of radio: but increasingly, apps are being used to deliver more than just a live stream.

As an immersive and interactive environment, apps offer radio broadcasters unique opportunities that really work: as well as earning more revenue, too.

Hear how Australia is redefining radio for an interactive world; how public news radio in the US is changing; and how other radio companies are adapting their content for consumption in an increasingly multiplatform world.

Redefining radio

Sam Cavanagh (National Executive Producer, Southern Cross Austereo, Australia)

Take a ride that will open your eyes to new ways of doing things – with your content, with your brand, on your digital platforms, connecting with your audience and finding new revenues.

Southern Cross Austereo in Australia is considered one of the most innovative radio companies and their National Executive Producer Sam Cavanagh will present some of their new ideas and present strategy.

Hear the opportunities for radio with listening on connected devices (both smart phone and connected cars); geo location, and demographic targeting that allows you to customise the content and advertising experience. SCA's world first "Map App" allows you to track user demographic and

location data, and overlay advertisers locations. And discover the next generation of social media activation. How the radio shows are building a whole new audience who have NEVER listened to radio - and importantly how you can make money from this.

If psychologists ran radio stations

Adam Ferrier (Consumer Psychologist, Australia)

How would a radio station brand itself and behave if it paid closer attention to what psychologists know? Consumer Psychologist Adam Ferrier will give you a peek into what your station could be like if a psychologist was the CEO.

From helping listeners reconcile existential angst, to changing behaviour using the latest techniques of cognitive behavioural psychology - this is one talk you may not want to miss.

Adam Ferrier is author of "The Advertising Effect: How to Change Behaviour", and one of the world's most well regarded consumer psychologists. He is also Chief Strategy Officer and part owner of independent creative media agency 'Cummins & Partners', and has worked with some of the world's leading brands including Coca Cola, Unilever, and Fiat Chrysler (as well as several radio stations). Adam has a weekly national radio segment on TripleM's Drive Show 'The One Percenters'.

How2Move (people and products) with music

Tomas Bacoccoli (Communications expert, Sweden)

The importance of sound is increasing, and with that the importance of music.

Discover why music is important, and what your clients need to know about the power of one of the most emotive types of audio. Hear how, and why, music can help your clients - and your station - to more success.

This is a vital session if you want your station's future to be more rock'n'roll - unless, of course, you like the blues.

Tomas Bacoccoli used to be the CEO of the Swedish RAB, VP and sales director for MTG Radio Sweden, and has vast experience of Internet, TV, Radio and Newspapers. With a visionary approach to leadership, strong sense of company culture, and a passionate style, he has managed people in media in Sweden, Italy, Canada, USA, and the Baltic countries.

Five simple tools to make your show better

David G Hall (Media Strategist, Los Angeles, USA)

The number one thing that shows of every kind, in every format, of any size need is: better preparation. Working smarter as much as working harder. Thinking differently.

Discover five things that you can do tomorrow to make your show better now, no matter how good it already is, how hard you already work, or how many people help you produce it. Uncover best practice examples, so you can hear the difference smart prep makes.

David G Hall is a Media Strategist and radio consultant from Los Angeles, USA. He has a background

as PD for talk and music stations in the USA and now works with radio stations in Europe, USA and Latin America. In the last year he flew 300 000 kilometers, had personal meetings with 60 presenters, sat in on 24 different shows and did 280 air checks.

The infamous royal prank call

– the DJ tells her story

Mel Greig (Ex-Presenter, 2DAYFM Sydney, Australia)

Mel Greig and her co-host on 2DAYFM in Sydney pretended to be the Queen of England and Prince Charles when they called a London hospital where a pregnant Kate Middleton was being treated. They thought “Let’s have terrible accents and see how quickly they hang up.” But no one did. The call was aired. The hospital nurse Jacinta Saldanha, who took the call, committed suicide following the enormous media attention of the radio hoax.

Mel will tell her story about what happened that day when they aired the prank call. How the news about their hoax spread around the world. And the aftermath. The suicide. How it affected her work, her life, the “trolls” stalking her.

Usually you try to get permission from the person involved. How far can you go? Where are the limits? What can we learn?

Stream Battle

Larry Rosin (Edison Research, USA), Rüdiger Landgraf (Kronehit, Austria)

How do consumers respond when faced with the choice of four audio services: Spotify, Pandora, a radio station app, and a station’s own attempt at building a custom streaming service?

Kronehit Radio in Austria and Edison Research created a unique research design to find out. They recruited station users and gave them a specially created mobile phone with only four options available. Software was installed on these phones to track which one of the four each user chose and how much time was spent with each.

The results are a brilliant combination of quantitative and qualitative information about mobile phone based audio usage, and what drives choice in the space. What are the ‘killer apps’ and which fall to the bottom of the pile?

“Hey Mr DJ... Put a record on!”

In a world where music is freely available, on demand, on any device, at any time, the role of the radio DJ as curator has never been more important. This session will look at ‘music passion on the radio’, the vital role it can play in helping differentiate your station and how some music presenters, with their love for music, create a fantastically engaging product.

An esteemed panel of radio programmers, presenters and producers will tell us why ‘passion for music’ continues to provide radio with an advantage over streaming services, and explain how injecting music passion into your product can be a winning strategy.

Speakers TBA.

Radio in car: connected competition on the dash

James Walshe (Deputy Editor, Practical Classics automotive magazine, UK)

Michael Hill (Managing Director, Radioplayer, UK)

In many countries, over 50% of all radio listened-to is done in the car. The car and radio go together like Italy and style.

Yet, with manufacturers launching new internet-connected services in-car, along with Apple CarPlay and Android Auto, radio is in danger of losing its prime position.

We have speakers from automotive magazines, radio, and the car manufacturers themselves, to debate where the future's heading and whether radio is driving itself out of existence.

Digital Radio - factors for success across Europe

Ole Jörgen Torvmark (Director, Digitalradio Norge, Norway)

Jacquelin Bierhorst (Project Director, Digital Radio +, Netherlands)

Annika Nyberg (Media Director, EBU)

Laurence Harrison (Director of Technology and market development, DigitalradioUK, UK)

Across Europe, countries and broadcasters are thinking about how to go digital. Some are nearly there, some are yet to start. Hear about a toolkit of ideas and experience to help radio's digital figure, as well as practical work to ensure that the experience is the same wherever you are in Europe. Understand how countries are working together for the benefit of listeners and manufacturers alike.

Norway will be the first country to turn off their FM transmitters. Discover how Norway achieved this work, and hear first-hand knowledge and expertise about how to communicate this to consumers and advertisers.

Digital is radio's future; discover how online, DAB+ and other platforms can all play their part.

Connected and mobile audio:

New money from growing platforms

Leeroy Shillingford (Head, Digital Solutions, NRJ, France), Nicolas Bidon (MD, xaxis, UK) and others

This panel will explore the different business models, advertising formats and sales strategies that are being applied to the growth area of online, connected and mobile audio advertising. Hear from leading players how they are enabling advertisers to reach engaged consumers with relevant advertising products and value-added trading practices. More speakers TBA.

Radio can break the Internet

Tomorrow's talent today

Joe Harland (BBC Radio 1), Jack Howard and Dean Dobbs (Youtube stars)

Internet superstars are growing young global audiences in a way that radio stations can only dream of. They are getting sponsorship deals, leading the red carpet coverage of the Grammys and even appearing in Disney movies, and yet many of them are unknown outside of their fanbase.

Are these new celebrities the opposition, a distraction of the future for youth broadcasting?

Join BBC Radio 1's Head of Visualisation Joe Harland, and YouTube stars Jack Howard and Dean Dobbs as they look at how social media and video sites changed the world, and at how Radio 1 has worked with them to ensure that radio still connects with young audiences, even if they don't even own a radio.

Sound and subconscious seduction

Sam Crowther (Head of Creative, Bauer Radio, UK)

'Sound and Subconscious Seduction' is an experiential presentation exploring how evolution refined our senses, affected the developed our memory and ultimately led to the creation of human communication which now defines our relationship with the arts, media and brands.

Showcasing the unique properties of sound - in particular how emotion through sound influences us both consciously and subconsciously – hear how these can be utilised with popular theories of social psychology to enhance the impact and effectiveness of advertising campaigns.

Bed to bed

– the multi-platform radio audience across the day

Alison Winter (Head of Audiences, BBC Radio & Music, UK)

Radio stations have long understood how to match their broadcast output with their listeners' mood and activities across the week/day. But the behaviours and motivations of the growing numbers of listeners consuming radio-related content online are less well understood. So - what if we could programme online content by taking into account audience need-states and devices used?

This exploration layered multiple existing datasets to build a detailed picture of the audience's multi-platform day, leading to a repositioning of digital content from a tactical reflection of what is happening on-air to a more strategic process built around audience behaviour and needs.

As Head of Audiences for BBC Radio & Music, Alison oversees all audience research needs across the BBC's radio and music output.

Audio Now

How a new era of listening is helping advertisers be heard

Judith Spilsbury (Head of Customer Training, RAB, UK)

How much listening to online streaming services really is there? And are there big differences between the young and old?

The latest study from the Radio Advertising Bureau in the UK reviews how listeners are adapting their audio behaviours within the context of the rapidly evolving audio ecology; quantifies overall audio listening and the different elements within it, and considers how this is changing. This in-depth project lends some helpful perspective to the debate about whether on-demand streamed music services compete or complement radio.

Judith Spilsbury is Head of Customer Training at the RAB in the UK, responsible for increasing advertiser and agency understanding of radio as an advertising medium through training workshops, consultancy and presentations.

Lower your expectations

Geoff Lloyd and Annabel Port (Absolute Radio, UK)

Geoff Lloyd and Annabel Port are national UK broadcasters on Absolute Radio's Hometown Show. This highly interactive programme has won many awards for its offbeat sense of humour. From interviews with big stars to a video single about listeners' dead dogs, you never know quite what to expect when tuning in to this programme. Hear the secret of why it works, how to train your listeners to make engaging radio, and why your audience is more interesting than research would have you believe.

Telling the truth from conflict areas

Cecilia Rinaldini (Reporter, RAI Radio, Italy)

Konstantin von Eggert (Journalist, Komersant Radio, Russia)

Carsten Kuehntopp (Editor at B5Aktuell, BR, Germany)

Sidsel Wold (Correspondent NRK, Norway)

The truth is often the first victim in wars and conflict. News organisations may face pressure from the conflicting parties with vested interest in biased reporting as well as strong emotional sentiments in the audience. How do correspondents and news director handle the challenges of thrust worthy reporting from conflict areas like Ukraine and the Middle East?

Four correspondents/news editors from different parts of Europe will take part in this discussion and share their experiences of how to deal with this challenge.

Hybrid Radio - internet and broadcast together

Nick Piggott (Chariperson RadioDNS, Global, UK)

Julia Maier-Hoff (European Affairs, vprt, Germany)

Florian Novak (CEO, Tonio, Austria)

The future of radio involves both broadcast and internet. In this session, we'll see three examples of how broadcast radio works well with the internet, and can help radio stations earn more money and keep their listeners for longer.

RadioDNS Hybrid Radio is celebrating a published ETSI standard and has aggressive plans to make radio better on a range of devices. German public radio is using hybrid radio in new and innovative

ways, and hear about ways to drive listeners to a website without cluttering up your programming.

Changing the numbers

How to re-shape your station successfully

Jussi Suvanto (PD, Radio Suomipop, Finland)

Bogdan Potoniec (Group Programme Director, Time Group, Poland)

Rosario Pellechia (Presenter, Radio 105, Italy) and Peter Don (Principal-Director, bpa, Australia)

Three success cases from three countries. Nelonen Media in Finland has managed to turn Radio SuomiPop into the second biggest commercial station in Finland in less than one year. Hear how they did it - including a full market study, a good plan, good ideas and well performed marketing. There are no secrets: it can all be done in other markets too.

In 2013 Radio Group Time in Poland decided to completely overhaul one of their radio networks by changing the name, music format and programming crew. Within twelve months Vox FM more than doubled its share and now is one of the four most listened to commercial stations in Poland. Instead of relying on a proven format from abroad, Vox FM created a completely new format, inspired by the specifics of the local market.

Radio 105, one of the biggest private stations in Italy, used to be a music based CHR station. It has now step by step changed the format to include much more talk, but with the same music profile.

Turn listeners into friends with stars and events

How to engage your audience off air

Peppi Puljujärvi (Head of music, YleX) and Tomi Saarinen (Channel manager, YleX, Finland)

Frank Beyhl (PD, Radio Gong, Germany)

Bring your brand to the people. In this session you will learn about some great-idea-events of radio stations and how they became talk of town and increased the listeners loyalty.

What is the best event for your station? Do you always need big stars on stage?

How can you organize powerful events without spending thousands of your budget?

Take these ideas home to your station and turn your listeners into real friends of your brand.

More speakers TBA.

Don't keep the kids out

Stijn Lehaen (Ninja News, VRT Startup, Belgium)

Tom Herdeegen (Head of News, NDR Info, Germany)

Torsten Birenheide (PD of BBRadio and Radio Teddy, Germany)

Is radio already a lost medium for children? In this session we will hear about three stations that are trying new ways to reach younger listeners – even with hard news. NDR Info in Hamburg has been successful with making big news stories interesting and understandable to kids under 12 and in Belgium the Flemish VRT is trying new ways with their “Ninja News”.

Radio Teddy in Berlin is the only 24/7 children's radio in Germany. Unique content, colourful music, fun and a great emotional spirit has made Radio Teddy to a well performing (commercial) station in a

highly competitive market of Berlin. Learn what engage young people, how important authenticity and trust is and get surprising tips and tricks for your station – even if it’s an adult one.

Give me something special or I switch off!

How to get the Facebook Generation back to radio

Ana Martinoli (Professor, former PD of B92, Serbia) and others

In times of Facebook, Youtube and Twitter, it needs more than just good music to catch a young audience. First Radio in Serbia started as a fist in the face: provocative, innovative, angry, off the track but right in the heart of the young. Learn about First Radios power and passion that overwhelmed Serbia and other initiatives across Europe. More speakers TBA.

Radios of the world – unite!

Piers Bradford (Project manager, Radio Everyone, UK)

Stefan Möller (President of AER and CEO, RadioMedia, Finland)

Filippo Solibello (Caterpillar, Rai Radio 2, Italy)

Can radio be used to reach everyone on the globe with the United Nations’ new goals for the world? Yes, thinks Piers Bradford, project leader of Radio Everyone – a seven day pop-up, global radio station designed to reach as many of the 7 billion people in the world as possible.

What can radio do for the “Silent Ones” – the large percentage lonely ones in the Finnish society? Radio has always had a significant role as a friend to lonely people. Now Finnish private and public radios go together to find ways to decrease the amount of loneliness in this country. Stefan Möller, Radio Media, tells the story.

Which radio in Europe has the best DJ and plays the best music? Filippo Solibello from RAI Italy leads the Radio Battle – a cup tournament were two and two DJ from different radio stations battle on their way towards the semifinals and finals during Radiodays Europe in Milan.

Loving the news

– in new ways

Tony Scott and Tue Blædel (Journalists and talk show hosts, Danish Radio P3, Denmark)

Guiseppe Cruciani (Talkshow host, Radio 24, Italy)

News talk radio can be done in different ways. In this session we will meet shows that are provocative or trying new models for their news talk shows. From Denmark (Pressen, DR), Italy (Radio 24) and the UK (LBC, London).

A lot of young listeners in Denmark don’t care too much about the news on TV and in the newspapers, but they still tune into a news drive-time talk show every day. Why? Because it has “signed a deal” with listeners, promising that it never tells a news story the same way they would be told on the ordinary evening news.

Provocation and lack of fear are trade marks of Guiseppe Cruciani on Radio 24 in Italy. Many famous politicians have found themselves shattered after appearing on his talk show.

LBC in London, UK, has managed to become an important player in the public discussion with new ways to make politics and news interesting. Some big shot politicians are sitting behind the microphone. More speakers TBA.

30 ideas in 45 minutes

Have you ever been to a radio conference and not left with a single great idea you can use at your radio station? This session will ensure that won't happen in Milan!

Featuring a selection of great speakers from across the conference, join Nik Goodman for this quick-fire fun session 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 Milan to your radio station motivated and full of creativity.

4 Sunday Workshops

1. Your radio brand

John Vorhaus (Creative consultant, USA)

With streamed programming putting traditional broadcast radio under siege, the first line of defense is the on-air talent. Whether you anchor a morning show, interview guests, talk about sports, present the news, or wield opinion, it's you – your presence, your brand – that makes the difference between radio and everything else! In this workshop, you'll acquire new tools for understanding your brand and using it to achieve your goals. You'll learn:

- Harmonizing your on-air self with your true self
- Collaborating with guests and creative partners
- Strategic exaggeration
- Creating and using brand counterpoints
- When and how to change your brand
- Using brand empathy to build audience allegiance

Your brand matters. It requires attention, invention and frank introspection. Invest in your understanding of it, and you just might save radio itself!

John Vorhaus is best known as the author of the comedy-writing classic, *The Comic Toolbox: How to be Funny Even if You're Not*, and has written more than twenty books on this and other subjects. An international creative consultant, he has taught and trained writers, created television shows, and developed entertainment programming in 30 countries on five continents.

2. The future of B2B and sales in radio

Tomas Bacocoli (Communications expert, Sweden)

Not only are consumers tired of the same old marketing and sales tricks, Advertisers are too...

B2B marketing and sales is changing at the rate of B2C. Advertisers want to be seduced by your sales department. They want to be dazzled. Learn about where in the history of B2B we are and how to adjust to it. Learn how to tell your advertisers the story of radio without boring them and make them with them as the story's main character.

With more than 20 years in high level media position within media in leading positions, Tomas Bacoccoli is now giving talks around the world on communication and creativity. More than 20,000 people have been inspired by his talks over the past few years. Tomas also gives lectures at various prestigious universities around Europe and has spoken in front of companies such as Google, P&G, and Tech Data.

In his previous role as the CEO of the Swedish RAB and sales director for MTG Radio Sweden he, has vast experience of Internet, TV, Radio, and Newspapers from all over the globe.

3. You got me feeling emotions

Laura-May Coope (Director of Social Life, UK)

Social media and radio make the perfect couple. Laura-May Coope, Director of Social Life and ex Social Media lead at BBC Radio 1, will talk you through the story telling power of creative social media and how it can create and maintain long term emotional relationships with listeners. This workshop will explore platforms and tools, sourcing talent, access, pitfalls, safety and listener reward.

Laura-May Coop is the Co-Founder of Social Life, one of the UK's top social media agencies bringing broadcasters, brands and young audiences together using strategic social media campaigns over a number of different platforms. Social Life's clients include The X Factor, MTV, BBC Three, Sky and Sony Music.

Laura-May previously led the social media strategy for BBC Radio 1 and 1Xtra for over four years. A pioneer of social media at these stations, she developed or launched all social platforms, set up a team of social editors and built a network of over five million fans and followers. She also led social media at a number of BBC events including BBC Radio 1's Big Weekend, Red Nose Day 2013, Children in Need Rocks, The Teen Awards and The Big Conversation. For all of you interested in social media this is a workshop not to be #missed

4. Thinking differently: Enhance Creativity Management

Michel Ben-David (TV-producer and researcher, Israel)

The economic and social changes, the rise of new media as well as major technological innovations introduce new challenges for managers in the creative industries. The research proposes that one of the most important tasks of a manager is to connect between the individual perspective of the employee to the organization's objectives and values, however, as the nature of creativity is free and chaotic, this task is often challenging and complex. Are 'creatives' irresponsible geniuses, or employees who can tackle those tensions?

What motivate creativity within an organization? And how to manage creativity as a process of 'release and control'?

This workshop addresses the inherent tension between business (control) and creativity (freedom) and focuses on key issues of creativity as a collective process. Its aim is to offer managers the opportunity to explore innovative approaches to management, while questioning their own perceptions. Addressing the unconventional methods of two of the most innovative companies in the

world, Google and Pixar, the participants will explore the 'think differently' perspective and its practical application for creative organizations.

Michal Ben-David is a television producer, a lecturer and a PhD researcher. She has created and produced some of Israel's top television programs. From 2004-2011, Michal co-owned Reality Media, a production company that specialized in development and production of prime time entertainment TV. Michal has a MBA from Berlin School of Creative Leadership. She is currently a PhD researcher at King's College London, Department of Culture, Media and Creative Industries and a Visiting Lecturer at Regents University London. Michal's research interests are especially focused on the tension between creativity and business. She specializes in executive education and explores new models of creativity management for the future creative industries.