

**FORUM AT-A-GLANCE**  
**Friday, May 30 2008**

FORUM SCHEDULE BROUGHT TO YOU BY:



		<b>SALCETTE ROOM</b>
8:30 - 4:00	<b>Pre Registration At The Entrance</b>	
8:30 - 9:15	<b>NETWORKING BREAKFAST</b>	
9:15	<b>Conference opens with APURVA PUROHIT &amp; TARUN KATIAL</b>	
9:30	<b>India Radio CEO Panel Discussion State Of The Industry: Challenges &amp; Opportunities Moderated by ATUL PHADNIS</b>	
11:00	<b>Do You Know Your Brand? by KEN BENSON</b>	<b>A Guide To Better Programming by PALLE BO</b>
12:00	<b>Balance Sheet: Giving Advertisers More Bang For Their Buck Moderated by PRAVEEN TRIPATHY</b>	<b>Audience Management: Understanding Your Listeners by CHRISTOPH POSCHL &amp; WARREN KURTZMAN</b>
12:45	<b>LUNCH BROUGHT TO YOU BY</b> 	
13:45	<b>Show Me The Money: Finding Revenue On Radio Moderated by VANITA KOHLI</b>	<b>Position Critical – Where Do You Park Your Brand by MARK BRIGGS</b>
14:45	<b>Intriguing Content in Tough Markets by INA TENZ</b>	<b>15 Good Advice On Radio Advertising In 45 Minutes by PALLE BO</b>
15:45	<b>Let's Hear It: What Do Advertisers Want? Moderated by MIKE POWELL</b>	<b>Radio Case Studies – How To Grow Your Audience by BJORN MOHR</b>
16:30	<b>TEA BREAK</b>	
17:00	<b>Media In The Digital Age by ALEXI PASPALAS</b>	<b>Long-term Local Direct: How To Make The Offer Your Client Can't Refuse by PAUL WEYLAND</b>
18:00	<b>Creativity In The 21ST Century – Have All The Rules Change? by DOUG HARRIS</b>	
18:45	<b>PRE AWARDS COCKTAIL BROUGHT TO YOU BY</b> 	
19:30 - 21:00	<b>AWARDS CEREMONY BROUGHT TO YOU BY</b> 	

*NOTE: Sessions and times are subject to change without prior notice.*