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(/sessions)



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2015 SESSIONS

WRITE LIKE YOLO

Brilliant radio depends on great writing. And great writing takes guts and danger and an edge of crazy. Not for the faint of heart. If you thought writing was for wimps, or you just want to juice up your genius, discover the five bravest things you can do to make your radio strong: Write drunk, steal, punch, fake your identity and murder.

Linda Button, Brand Personality Expert, Tooth+Nail

GENIUSES KI KHOJ

Reflecting on what William Wordsworth said that "A child is the father of the man", we at Max Life believe that the kids are India's arsenal in formulating the growth in coming years and help make India a super power. Connecting the thread from this thought Max Life had launched i-genius in 2010, a parent-child engagement programme, to promote all-round talent in children for their better future - by recognising, rewarding & nurturing their all round talent at an early age. Leveraging radio as an integral part of our Marketing strategy to promote our initiatives in recent past, garnered us unbelievable results. The full case study will be shared at a very interesting and exciting learning forum.

Anisha Motwani, Director and Chief Marketing Officer, Max Life Insurance

RADIO - THE VALUE MEDIUM

Radio in india has not been used to its fullest potential. Most Advertising and Media agencies still use the word "reminder" in their media plans. This presentation will not only demystify the way traditional advertisers look at Radio as a necessary channel, but will also present this medium in a new light.

Rohit Upadhyay, Founder & CEO, IBroad 7 Communication

IT STARTS AT THE TOP

Leading Radio's Future

What will the next decade in radio sound like? The key players in the sound-scape examine the future of radio in Phase 3 - the challenges, the concepts, the strategies and the technology to bring radio into the 21st century and beyond. "It Starts at the Top!" is a powerhouse session that promises to be captivating, in-depth and enlightening. Discover what is happening at the top.

Moderator: Abe Thomas, Co-founder & MD, One Network Entertainment

Panelists: Ashit Kukian, President & COO, Radio City
Ashwin Padmanabhan, Business Head, Big FM
Harrish Bhatia, CEO, My FM
Harshad Jain, Business Head, Fever FM
Nisha Narayanan, COO, Red FM
Prashant Panday, CEO, Radio Mirchi

THE MYSTERY, MYTH & MAGIC OF RADIO

Advertisers Speak

As Radio evolves, new issues arise. How can promotions be snappier, how do you capture imaginations with fresh sounds and most importantly, how to remain relevant? This panel of key advertisers and creative agencies will provide attendees with a behind-the-scenes view of the market now. In the new age of mass media, multi-faceted platforms can be merged to spin magic on the airways. Find out how Radio can grow and absorb techniques from various media fields to better serve the needs of clients and listeners.

Moderator: Gaurav Mehta, Chief Marketing Officer, OLX

Panelists: Anita Nayyar, CEO India & South Asia, Havas Media Group
Basab Dutta Chowdhury, CEO, Madison
Hari Krishnan, Managing Director, ZenithOptimedia
Kartik Iyer, Managing Director, Carat Media India
Premjit Sodhi, COO, Initiative

PRODUCT BRAND BUILDING

Thumbs Up for Radio

Putting out a new product is half of the work. The other part is the importance of building a

lasting brand and creating that strong relationship. How to differentiate your brand, what needs to be done for top-of-mind recall and when is it critical to invest in a brand overhaul. Join this dynamic session where experts distill the essence of branding for radio and share how success stories are written with effective communication.

Moderated by Tapas Sen, Chief Programming Officer, Radio Mirchi

Panelists: Bhavana Mittal, Head of Media, GlaxoSmithKline

Ratan Rathore, National Director, GroupM Proprietary Media

Vinay Pant, General Manager, Maruti Suzuki India Limited

THE ROLE OF STORYTELLING

Radio Personalities Speaks

Radio personalities have been iconic both on and off airwaves. A charismatic RJ with a golden voice can even 'change lives'. By the power of their voices, RJs tell a story that can be 'seen', 'smelt' and 'touched'. Loyal listeners think of RJs as their lovably chatty friend who comes on for a few hours daily without fail. Besides entertaining and informing listeners, RJs have a positive impact on audiences over the years. Let's hear from these 'friends to the masses' on their roles as storytellers, confidants and beloved personalities.

Moderated by Ratan Rathore, National Director, GroupM Proprietary Media

Panelists: RJ Aadi, Radio City

RJ Meenakshi, My FM

RJ Praveen, Red FM

RJ Rohit, Radio Mirchi

RJ Siddharth, Big FM

RADIOPITCH CHALLENGE 2015

The RadioPitch Challenge is back for its fifth successful year with top teams from this year's Excellence In Radio Awards competition presenting their submission for the 'Most Outstanding Use of Radio in an Ad Campaign'. Teams, of no more than 3 members, will be given time to prepare a media planning pitch for a product or service. Teams will be judged by their creativity in presentation. Each pitch - which can incorporate talking, demonstrations and/or acting - must end with an audio clip that is no more than a minute long. The total time given for each team's pitch is no longer than 6 minutes. The winning team will be awarded a RadioPitch Winners' Trophy and 3 tickets worth a total of INR180,000 to the 2015 Formula1 Singapore Airlines Singapore Grand Prix!

(Team Challenge)