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2014 SESSIONS

The 7 Secrets of Creative Radio Advertising

Whilst radio is not the easiest medium to get right, good creative work can have a major positive impact on the effectiveness of radio advertising. This session will explain the seven secrets that will help you better understand how radio advertising works and how you can get fantastic results by using radio.

A highly-acclaimed and motivating session, Tony Hertz goes back to basics, adds some new twists and provides a set of concrete tools that will inspire you - whatever your role - to turn out better radio ads. 7 Secrets has received consistently enthusiastic feedback in over 30 countries and is unique in that the visual element is as vital as the sound.

Tony Hertz, Proprietor & Creative Director, Tony Hertz: Radio & Brand Sound

Radio Works - Case Study on BJP Campaign

Radio remains a very important medium and has vast appeal. This is especially so this election year as radio gains traction among political advertisers. Come hear how Rohit Upadhyay of IBroad 7, planned and executed BJP's national radio campaign. He will also share his experiences and learnings of the past 3 years of running a full service specialist radio agency and touch upon some innovations that he has carried out with some of his clients.

Rohit Upadhyay, Founder & CEO, IBroad 7 Communication

A New Storyline – The Power of Radio In The New Media Mix

The advertising landscape is evolving with the implementation of 10+2 ad cap, where advertisers potentially stand to benefit the most. Radio broadcasters have to rethink their strategy to maintain revenue, while continuing to enhance the listening experience for a more engaged audience.

Hear from industry experts on the opportunities this brings to the Radio industry, and how this can bring change to the dynamics of radio as a medium that tells a compelling story.

Moderated by Satyajit Sen, CEO, ZenithOptimedia

Panelists: Ashit Kukian, President & COO, Radio City
 Ashwin Padmanabhan, Business Head, Big FM
 B. Surendar, COO, Suryan FM & KAL Radio
 Monica Nayyar Patnaik, Founder Promoter, Radio Choklate
 Prashant Panday, CEO, Radio Mirchi
 Viplove Gupte, National Programming Head, My FM

Art of Engagement

As one of the most established broadcasting platforms, it's time to take radio campaigns more seriously than before. Creative agencies need to relook at the potential of radio as an integral communication tool for an effective campaign.

Come hear from this candid panel of warriors as they share case studies and useful scenarios.

Moderated by Ashit Kukian, President & COO, Radio City 91.1FM

Panelists: Ajay Parihar, DGM Marketing, Dabur India
 Arunava Sengupta, Founder Director, Scarecrow Communications
 Ashish Khazanchi, Managing Partner, Enormous
 Maulshree Joshi, Creative Head - Content, GroupM ESP



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Storytelling - Inspire, Connect & Share!

Today's media landscape is very crowded. The best benefit radio can offer to advertisers is its competitive advantage as a medium that effectively connects with listeners.

Come hear how brands make an impact and connect with listeners, and be inspired by outstanding campaigns that have benefited from adding radio to their marketing mix.

Moderated by Anand Chakravarthy, Head-West, Maxus

Panelists: Ayan Chaudhuri, Brand Manager, Dabur India
Habeeb Nizamudin, Chief Growth Officer, Lodestar UM
Tarannum Alam, Vice President, Madison

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Radio Personalities - Living The Radio Dream

The Radio boom witnessed a brand new industry rising. The future of radio is bright with talented, energetic and enthusiastic young adults having an ear for music and a passion to entertain. Through their roles as RJs, they have brought about change and carried their social responsibility portfolio in many ways – engaging and influencing their listeners, and painting a picture with their well-crafted words. RJs have built a sizeable following with loyal listeners tuning in and hold considerable influence as brand ambassadors.

Join us in this key session as we hear from some of India's most promising RJs!

Moderated by Sunil Kumar, President, exchange4media Group

Panelists: RJ Ginnie, Radio City
RJ Raunac, Red FM
RJ Meenakshi, My FM
RJ Sayema, Radio Mirchi
RJ Siddharth, Big FM

The Power of Digital Radio

With the growing focus on digital marketing display and engaging consumer experiences on a multitude of social media platforms, marketers have inadvertently been ignoring the reach of the radio - a traditional medium that's becoming increasingly sophisticated.

The advent of digital radio has further amplified its reach of the medium. With an expanding scope to showcase innovative content and a wide segmentation not bound by geographies, radio adds scale to campaigns effectively and cost-efficiently. While the focus is to tap onto emerging platforms, the missed opportunity lies in not exploring avenues to combine these new platforms with existing ones. With a rapidly changing marketing landscape, it's high time marketers looked into incorporating radio into the digital marketing mix.

Moderated by Anil Srivatsa, CEO & Co-Founder, Radiowalla**The Radio Pitch Challenge 2014**

Back for its fourth successful year, top teams from this year's Excellence In Radio Awards competition will be 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 and are judged by their creativity in presenting their media planning pitch for a product or service. Each pitch - which can incorporate talking, demonstrations and acting - must be within 7 minutes and must end with an audio clip that is no more than a minute long.

The winning team will be awarded a Radio Pitch Winners' Trophy, and tickets worth over INR170,000 to the 2014 Singapore Formula 1 Grand Prix.