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# SESSIONS

## POWER OF RADIO



A power packed panel discussion on "Power of Radio" which aims to create awareness about radio as a powerful medium for both consumers and advertisers. The panelists will discuss the findings of the recent report by Nielsen commissioned by Music Broadcast Limited, to understand the media consumption habits of audiences across Metros & Non-Metros. The study highlights the growth potential of the industry, the Indian radio industry beating global trend and much more. The survey also answers most of the questions we in the media fraternity have been grappling with like.

- Which medium is favoured by the audience as the most trusted and credible source of information?
- Which sector gets the most ROI from which medium?
- Which is the most used platform to hear music?

### It's time to unmask the true potential of Radio 2.0!

Moderated by Abraham Thomas, Chief Executive Officer - Radio City 91.1FM

Panelists:

Rohit Upadhyay, Managing Director & CEO - iBroad7 Communication

Satbir Singh, Founder & Chief Creative Officer - Thinkstr

Divya Karani, Chief Executive Officer - Dentsu X India

## TIGER ZINDA HAE

Its purports to be a session on the re-invention and re-incarnation of Radio. A lot has been said about Radio approaching its death. But if you zoom out and look at all the global trends across America, Europe, Down Under or even parts of Asia, we see Radio flourishing. But of course they have made some fundamental changes in how the medium now integrates with the existing and emerging eco-system, and how it finally interfaces with its young consumers. Radio needs to embrace technology very creatively, and integrate itself seamlessly with the multiple platform scenario that is here to stay

Consumption patterns have changed. And so must Radio. It cannot be the Dinosaur. Perhaps it needs to be a Cockroach.

Tapas Sen, Chief Programming Officer, Radio Mirchi In Conversation with, Elliot Stechman, The AVC Group

## CREATING BRANDS AND SUB-BRANDS IN A CLUTTERED SPACE

Regardless of size, companies want to create strong brands around their businesses. Brands are the backbones of companies and its critical to invest in them. Come hear from the best in the business while they share their unique insights and experiences in bringing forth their brand stories, discover how brands communicate effectively, explore strategies to outshine competition and discuss the importance of creating sub-brands and brand extensions.

Moderated by Rajat Uppal, National Marketing Head - 93.5 RED FM Network

Panelists:

Joy Chauhan, Managing Partner - J. Walter Thompson Delhi

Saahil Kumar, Head of Marketing - Sennheiser Electronics India

Swaroop Banerjee, Co-Founder and CEO - Tribe Asia

## THE ROLE OF RADIO IN BRAND BUILDING

Powered by



As the industry grows, develops and expands at an astronomical pace, so does the opportunity for marketing, promotion and media professionals who truly are in the media power seat. With the growth of radio's multi-platform offerings the need of the hour is a truly integrated media approach. Hear from the top marketers of India and learn their unique points of view on the state of the industry and the future of our craft on how strategies and concepts can be instilled while they share their perspectives on alternative revenue concepts.

Moderated by Naresh Gupta, Managing Partner & CSO - Bang In The Middle

Panelists:

Amit Gujral, Chief Marketing Officer - LG India

Mausumi Kar, Managing Partner - GroupM India  
Priti Murthy, Chief Executive Officer - OMD India

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