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2011 SESSIONS

FUTURE OF RADIO – 5 YEARS ON

Time moves on but are we as an industry standing still or marching forward in rhythm? Join the head honchos as they debate the importance of emerging technologies and new markets. Hear them chat about corporate advertising as well as new revenue models. Discuss where we stand: Has radio become less relevant in a social media age? Have the underlying principles changed? Are we still aspirational? Can radio effect social change? Can Radio become a standalone medium? Join our panel as they outline Radio's ever changing role and share their thoughts on our future and how we can learn from the lessons of the past.

Moderated by L. V. Krishnan, CEO, TAM Media Research

Ashit Kukian, COO, Radio City

G Krishnan, Executive Director & CEO, Oye! FM

Harrish M. Bhatia, CEO, My FM

Prashant Panday, Executive Director & CEO, Radio Mirchi

Rahul Gupta, Director, Radio Mantra

Rana Barua, Business Head, Red FM

Tarun Katial, CEO, Big FM

DIGITAL – THE NEXT BIG THING

Time to get plugged in... again! Join us as we re-visit this ever-evolving thing called Digital. Digital marketing has been described as the fastest moving, fastest growing area of business in recent years and there is no sign on the horizon of it slowing down. With so many options of how to tell the story of your brand or market your product, the first lesson is to know you will always have more to learn about how to use what we all once thought of as non-traditional opportunities. There is an open playground for those ready to embark upon a new way of thinking. With a perspective and key learnings from entertainment and lifestyle digital marketing, the goal is not only how to look at the many options to communicate, connect and engage with customers but to also discover how you can better take advantage of this unique and exciting era. Gain the insight and the tools to become a stronger digital leader in the industry.

Jon Simon,

**Senior Vice President,
Cimarron Digital**

PROGRAMMING RADIO FOR REAL PEOPLE AND NOT FOR RADIO PROGRAMMERS!

As the leading broadcaster in Malaysia, AMP Radio's secret to success is to ensure that radio synergises with other media platforms to deliver consistently outstanding results. AMP have embraced the rapid change in technology, communication platforms, content aggregation and social media to consistently build on it's market share and be regarded as a regional trendsetter. The key to this is not just content BUT content that you can monetise. Instead of being a typical radio station, AMP focus on becoming a creative content aggregator. This paradigm shift has enabled AMP to providing cutting edge solutions that have become industry benchmarks! Find out how.

Jake Abdullah,

**Vice President, Content
AMP Radio**

BROADENING THE REACH: PLANNING FOR RADIO

Every year, radio gains another small share of total ad spends, peaking last year at 3%. But, even as media planners understand that radio is a definite part of the 360 campaign strategy, retail advertising is yet to take off. With Phase 3 round the corner, the time has come to push ad spends to the 7% mark. How can radio stations get a larger share of revenue retail? How will below-the-line engagement change? Can national campaigns engage tier 2 and tier 3 cities? Can listeners expect more innovative, fresh radio content? What do Clients see as the trends for the post-phase-3 scenario? How do the Clients perceive Radio in this Media mix? All these questions and more will be addressed at this panel session to get the clients' viewpoint.

Moderated by Shashi Sinha, CEO, Lodestar UM
Amit Tiwari, GM, Country Head Media, Philips India
Danish Khan, VP & Marketing Head, Sony Entertainment Television
Rameet Arora, Senior Director Marketing, McDonald's India
Soumen Ghosh Choudhury, Business Head, BIG FM

WHAT IF ADVERTISING SPOTS ON RADIO WERE BANNED?

The radio industry relies almost totally on advertising spots for its revenue. But, surely we can think of other sources of revenue. Other media vehicles have done so. What can radio learn from the way TV, Google, and, yes, even bridal magazines make money?

Suman Srivastava,
Founder & Innovation Artist
Marketing Unplugged

RADIO AND THE MEDIA MIX

Our power panel with advertising's bigwigs gets us perspectives from all quarters – Clients, Media, and Creative. Here we get to the nitty gritty of what makes radio revenues click, and what the decisions are based on. We get the panel to explain what clients want, what radio doesn't do right, and what radio professionals can expect in a changing world of digital, apps, wifi and social media networks. How can we work together to bring radio its due? Join us for a nail biting round of debate and discussion.

Moderated by Anurag Batra, CEO & Editor-In-Chief, Exchange4Media
Abhijit Avasthi, National Creative Director, O & M
B. Surendar, Sr VP & National Sales Head, Red FM
Bobby Pawar, Chief Creative Officer, Mudra
Kartik Sharma, GM (West), Maxus
Ratan Rathore, National Cluster Head-Radio & Cinema, GroupM

THE RADIO PITCH CHALLENGE

This year we are presenting a new challenge where the planning teams from media agencies are invited to pitch a compelling and effective presentation to our distinguished judges. As part of the pitch, the teams has to demonstrate a clear understanding of the objective, challenges, highlighting the use of media platform and the effective role of radio in the campaign. Each team will talk about that one product or service in 5 minutes or less. They will present 16 slides with only 15 seconds per slide, ending with a radio promo not more than a minute long. Shoot me down in flames if you want... The winning team will be awarded 2 tickets worth over INR90,000 to the 2011 Singapore Formula1 Grand Prix.
