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## 2010 SESSIONS

### Is Radio Playing On Your Mind?

Given the increasing importance of integrated offerings that media agencies and clients are expecting across media platforms, what is the role that Radio can play in the mix? How can this be Radio's next big growth story?

The session taps into Mindshare's experience across the world and shares with the Indian broadcasting community, how radio broadcasters have built increased value for advertisers through integrated offerings.

**Vikram Sakhuja**  
CEO South Asia  
GroupM

### Engaging Beyond The 30" Spot

Engaging beyond the 30" spot, creating conversations instead of campaigns and building brands that are experienced rather than consumed; at HHCL and then Weiden + Kennedy, Dave Cobban worked on an array of famous names from ITV to Honda and Coca-Cola to Carlsberg that captured people's hearts and minds.

Now, as Consumer Mobilization Director at Nike he is creating a shift from thinking of customers as pure consumers to enabled partners. Encouraging young athletes to change their world by using digital technologies, they create more activated and more loyal followers of the brand; Nike Gamechangers.

Be prepared to be inspired as he shows us how innovative ideas can create deeper relationships with our markets.

**Dave Cobban**  
Consumer Mobilization Director  
Nike

### Getting The Right Mix

With an Increase in convergence opportunities between mobile service providers & FM Broadcasters, there are very positive creative and business synergies between the 2 platforms.

How can we best use the latest technology to track the music space, utilise value added services, enhance regional content, serve rural markets through FM consumption on mobile phones.

**Abdul Khan**  
Advisor to MD & Sr VP  
Tata Teleservices