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# SESSIONS

## TO SELL THE TRUTH

The local broadcast sales story has grown old and moldy. Local direct decision makers are tired of hearing about your station, your ratings, your "packages," and why you're better than your competitor. What these clients need right now are ideas that will make their cash registers ring. In this information-packed super session, Paul Weyland shows attendees how to wow local direct decision makers with the best creative ideas they have NEVER heard. "To Sell the Truth" is the new way to prove to clients beyond a shadow of a doubt that your idea for their success is better than theirs.

Besides creative, Paul will give you a formula so that you can establish better budget requests that your client will agree is fair. And, because this is a Paul Weyland session, you will laugh until your cheeks hurt and the makeup is running down your face.

**Paul Weyland, President**  
**Paul Weyland Communication Strategies**

## USING RADIO TO DRIVE SOCIAL CHANGE

'Radio is an extremely cost effective, a mass reaching medium if used effectively. Rural India is one of the most important places for brands to enter' - Rajkumar Jha.

Raj has worked on different projects and several outstanding campaigns for the BJP Government. What kind of messages and activities will appeal to the huge audiences and ways and means of using Radio to drive Social effectiveness. Come hear some interesting case studies, stories and useful scenarios that have been inspirational and insightful.

**Rajkumar Jha, Strategic Communication**  
**Ogilvy & Mather Advertising**

## MEET THE DISRUPTORS

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First you ignored them, then you found them somewhat intriguing, and now you've really taken notice - whether in fear, appreciation or a mix of both. The disruptors, slowly infiltrating the comfy space once held solely by radio stations, are here to stay. So who are they and what does this mean to the creative landscape? Join us in this interactive, rapid fire session with some of today's biggest disruptors in this industry and find out more about their unique capabilities, content and culture.

**Led by Hari Krishnan, Founder, CultureDrum**  
**Speaker:**  
**Ravinder Siwach, Executive Creative Director, McCann India**  
**Ravi Mishra, Group Head, Dentsu Impact**

## RADIO UNPLUGGED - BRINGING THE AUDIENCE TO YOU

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Advertisers and agencies are more challenged than ever in achieving their ROI and sales goals because of the increasingly diversified media landscape. The rise of social media is causing them to rethink how they distribute their content to reach their desired audience. What would make their audience consistently turn to radio even on social media? And most importantly, what does radio need to do in order to keep a winning edge with listeners amidst the online noise? This must-attend session will feature views from both the advertisers and clients.

**Moderated by Paul Weyland, President, Paul Weyland Communication Strategies**  
**Panelists:**  
**Hari Krishnan, Founder, CultureDrum**  
**Nomit Joshi, Marketing Head, Gionee India**  
**Shipra Srivastava, Director of Marketing, OLX India**