



CONFERENCE AGENDA - SATURDAY, 14 APRIL 2018

09h00 Registration

10h00 Welcome

10h20 Panel discussion: Programming trends and developments

What is it that listeners want from your station and/or show? Programming and content is at the core of what we do every day in the radio industry. It's what makes the listeners tune into your station/show and what keeps them there, or makes them go elsewhere. What are stations doing today to attract and retain audiences? Where are they doing their research and what elements are they bringing together to make a compelling product for their listeners.

Panel members: Justine Cullinan – Station Manager, 5FM
Greg Maloka – Managing Director, Kaya FM
Kevin Fine – General Manager, Jacaranda FM

Moderator: Lance Rothschild

11h00 Panel discussion: Marketing - How to build an audience and sales

Building an audience is at the heart of all radio programming. How do some of the best in the business go about doing this, and building brand awareness and then converting this to sales? Hear from some of the stations that are leading the market in growing listenership numbers and in generating increased revenue.

Panel members: Lloyd Madurai – Founder & Station Managing Director, HOT 91.9 FM
Alfie Jay – Operations Director, Algoa FM
Renee Redelinghuys – Managing Director, Heart FM

Moderator: Lance Rothschild

11h45 Presentation: Broadcasting technology

DAB is coming to SA, the question is simply when? Gain insight and knowledge on the possibilities offered by DAB.

Presenter: Lynn Mansfield - Chairperson, SADIBA & Steering Board Member, WorldDAB

12h00 Lunch

12h45 Panel discussion: SA Radio Legends

This panel discussion will feature some of the big names of broadcasting – people who have made it in the industry and who have many an anecdote to share about what they have seen in the time that they have been in radio.

Panel members: To be announced soon!

Moderator: Kevin Savage

13h45 Closing by MC