

# 2016 NATIONAL RADIO CONFERENCE

FRIDAY 7 OCTOBER  
MELBOURNE CONVENTION & EXHIBITION CENTRE

## NATIONAL RADIO CONFERENCE PROGRAM

7.30am	Registration/Networking Breakfast		
	<b>PLENARY</b>		
8.30am	<b>Welcome &amp; Overview of the 2016 National Radio Conference</b> Joan Warner, CEO, Commercial Radio Australia		
8.45am	<b>Senator the Hon Mitch Fifield</b>		
9.15am	<b>Mark Ritson</b> Hear Marketing Professor and award winning columnist <b>Mark Ritson</b> present his unique insight into digital media and radio's place amongst the new players.		
10.00am	<b>Industry Announcement</b>		
10.15am	<b>Hamish &amp; Andy: The Interview</b> Moderated by their executive producer <b>Sam Cavanagh</b> , <b>Hamish &amp; Andy</b> will answer questions about their career in radio, their approach to content, working in a creative team, and what it takes to stay at the top of their game for 12 years.		
11.00am	Morning tea		
11.15am	<b>How to Win at the (Corporate) Game of Thrones</b> It takes a combination of ability, imagination and confidence to be a successful CEO of any organisation. <b>Janine Allis</b> (Boost Juice), <b>Michael Anderson</b> (MediaWorks NZ) and <b>Anthony Everard</b> (Big Bash League) discuss leadership and the factors that have driven their extraordinary success.		
	<b>STREAM 1</b>	<b>STREAM 2</b>	<b>STREAM 3</b>
12.00pm	<b>True Innovation: VRT Start-up</b> In this session, <b>Floris Daelemans</b> (Digital Radio Innovator for VRT Belgium) will talk about VRT's start up team, a totally separate division who operate independently to the rest of the business allowing them to be truly innovative.	<b>Media agencies: What They Really Want</b> Here strategists and buyers from leading media agencies will discuss what they really want to hear from radio and how we can increase our share of advertising revenue.	<b>The Future of News in Radio</b> In this ABC curated session, a panel of representatives from the ABC, SBS and commercial radio will discuss the place of radio news in the digital era.
12.55pm	<b>The Thirteenth Idea: How to Succeed by Becoming an Organisation That Supports Creative People</b> WNYC's <b>Dean Cappello</b> , Chief Content Officer of some of the world's most successful podcasts will share the ways he manages creative staff and is turning his organisation into an environment that supports the creative.	<b>The Things We've Learned</b> In this session, experienced practitioners from the industry will share their stories of when things haven't gone to plan – and what lessons they've learned.	<b>Diversity – The Niche That's Becoming the Norm</b> Nearly 50% of Australians are either born overseas or have a parent who was. The SBS will moderate this panel who will dive into the diversity of our audiences to understand the mind and mood of Australians.
1.35pm	Lunch		
	<b>STREAM 1</b>	<b>STREAM 2</b>	<b>STREAM 3</b>
2.05pm	<b>Media of the Imagination</b> <b>Pat Baron</b> , Chief Creative Officer at McCann Melbourne whose work includes Dumb Ways to Die (the most awarded campaign in the history of Cannes & AD&D) will talk about the creative world of radio. If you can imagine it, you can write it. If you can hear it, you can feel it; you don't need to have seen it.	<b>Create Powerful Radio – Get, Keep and Grow Audiences</b> In this session with <b>Valerie Geller</b> you'll find out how to never lose a listener, and come away with methods to enhance your talent, upgrade your craft and move up to the next level as a broadcast communicator and entertainer.	<b>Family Meeting: Advertisers, Consumers and Content Makers – It's Time to Work out Audio on Demand</b> <b>Matt Saraceni</b> , Head of Content, Omny Studio, will talk about the disaster that is podcast reporting, the monopoly of one player and the minefield that is trying to sell these numbers.
	<b>STREAM 1</b>	<b>STREAM 2</b>	
2.55pm	<b>'Just Blow a Car Horn' – The Power of Sonic Branding</b> In this session, <b>Nigel Ross</b> , Sonic Branding Specialist talks the power of sonic triggers, and how to use them correctly to pull more dollars from advertisers.	<b>Secrets of a Successful Airchecker</b> In this session you will hear AFTRS Program Leader <b>Lisa Sweeney</b> reveal really practical tips on how to get the most out of your talent by having the right conversations at the right time.	
5.00pm	Commercial Radio Australia Industry Drinks		