



2010 Siren Award Workshop Program

The 2010 Siren Radio Workshop will be led by
Ralph van Dijk; Co-Founder and Creative Director – Eardrum UK & Australia

Morning Session

INTRODUCTION & OVERVIEW

WRITING

'Ten Commandments': We hear from the world's most awarded and respected radio experts. They explain the secret to their success, the ads that inspired them as well as what they look for when sitting on an awards jury.

Morning Tea

BREAKING NEW GOUND

'Finding inspiration to create some radio firsts'

Group Exercise: Based on a fairly open client brief, delegates are to come up with a scenario and approach that they have never heard on radio. They will need to write an outline script and present back to the group.

CASTING

'95% of radio commercials are voiced by 5% of the available actors'

No wonder radio ads sound the same. We give tips on where to find the hidden gems and play examples, which show the pros and cons of taking casting risks.

DIRECTING PANEL

'Hear tips from the best radio directors & sound engineers – from here and abroad' How to manage a radio session, dealing with temperamental actors, location recording sessions.

**LUNCH – 30 minute break; network;
check emails; update twitter**

Afternoon Session

DIGITAL RADIO INTRODUCTION

How does it work, what can it do, how do we use it. From txt to slide show, we explain the technical and creative opportunities for advertisers.

DIGITAL RADIO HANDS ON

Group Exercise

Each delegate is given an audio radio ad, (or they can write and record a simple one of their own) to which they must add a slide and txt. We will have a Mac and an operator to help them create txt and slideshow examples and package in a Piniata ready for broadcast.

Afternoon Tea

STATION INTERGRATION PANEL

From advertorials to pop-up stations, branded content is becoming increasingly popular, and with digital radio there are even more opportunities. We hear exactly what stations are prepared to do for advertisers in the programming space. They will each come prepared with their favourite example of integration to play and discuss, followed by a Q&A session.

SUMMARY & Friday afternoon drinks