RADIOWORKS 2014

1923 1940 1960 1980 1990 1999 2005 2007 2009 2014

Conference 2014

CAPE TOWN
The Clock Tower Centre,
V&A Waterfront

19 AUG '14

JOHANNESBURG
The Focus Rooms,
Sunninghill

21 AUG '14

R1099 EXCL VAT
10% DISCOUNT FOR A GROUP OF 8 OR MORE PEOPLE AFTER 30 JUNE
20% DISCOUNT FOR RAB MEMBERS

PROGRAMME

07:00 — REGISTRATION

09:00 — WELCOME

09:15 — **CREATIVITY & AND INNOVATION**
Evolving to remain relevant AND how to get
out of habit and into action

09:25 — **RADIO: THE ROI MULTIPLIER**
Insights from a ground-breaking project incorporating data from over
500 campaigns. The ROI Multiplier is the largest analysis of radio ROI
ever conducted and demonstrates how advertisers are missing out on
millions in lost revenue by under-investing in radio

10:15 — **CASE STUDY**
In recent years, Nedbank has invested heavily in 'personalising'
the banking experience. Mbhele unpacks the strategy behind this approach to
'warming up the brand', the role that radio plays in Nedbank's communication
mix, as well as the results and key lessons learnt.

MC'S

DJ SUGA
CAPE TOWN

**BONANG
MATHEBA**
JOHANNESBURG

RAY RAY
JOHANNESBURG, CAPE TOWN

Matona
Sakupwanya
09:00
RAB GM

Graeme Butchart
09:15
Developer of Great People

Michael Tull
09:25
International Speaker
RAB UK

Sydney Nhlanhla
Mbhele
10:15
CM (SA) Divisional Executive
Group Marketing
NEDBANK

11:00 — TEA BREAK

11:30 — PANEL DISCUSSION
MODERATOR GORDON PATTERSON
WHOSE JOB IS TO PROVE
ROI ON RADIO CAMPAIGNS

RadioWorks 2014

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For more information
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Bontle – admin@growthmedia.co.za   011 656 4494

rab south africa

ON THE SPOT

Johannesburg
panel discussion

Wendy Tlou
Director: Strategic
Marketing &
Communications:
Brand SA

Tsholo Sebobe
Business Development
Manager:
Ultimate Media

Ross Sergeant
Exec Group Director
Strategy - OMD

Mariana O'Kelly
Executive Creative
Director, Ogilvy JHB

Greg Maloka
MD, Kaya FM

Cape Town
panel discussion

John Walls
Founder:
Ultimate Media

Tanya Schreuder
Director:
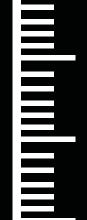Vizeum

Chris Gotz
Chief Creative Officer:
Ogilvy SA

Wendy Tlou
Director: Strategic
Marketing &
Communications:
Brand SA

Gordon Patterson
Business Director:
OMD SA
PANEL MODERATOR

12:15

CREATING BRAVE NEW ADVERTISING

"Bullied into restrictive durations, and rushed production timelines, marketers have become accustomed to creating far too much generic and boring communication on radio. Advertising on this medium needs to evolve if it is going to remain relevant in a digital world where engaging content is king. This is the view of FCB South Africa ECD, Jonathan Deeb who'll explore the role that communication plays in peoples' lives and how advertisers need to evolve their content accordingly.

13:00

LUNCH

14:15

COMMUNICATING AT THE SPEED OF CULTURE

Social media has radically changed our world. Today, communication is instantaneous. News and information are 'always on', 'real-time', and brands that want to remain relevant must keep pace with this accelerating cultural discourse. Radio and Twitter are two of the most effective platforms with which to achieve this, and they can be used in highly complementary ways. Both Twitter and Radio share an 'in the moment' mentality, but they address their audience in totally different ways. Together, they can play an even more important role in the fabric of the communities they serve, empowering brands and consumers to communicate at the speed of culture.

15:00

CREATING CONTENT THAT CONNECTS AND ENGAGES WITH YOUR TARGET MARKET AND CONSUMERS

15:45

THE POWER OF SOUND

An experiential presentation exploring how sound affects us both consciously and subliminally as part of universal human communication and specific brand development. As well as showcasing sounds' unique strengths it will also highlight how these strengths can be utilised with popular theories of social psychology to enhance the impact and effectiveness of sonic communication and advertising campaigns.

16:30

CONFERENCE CLOSURE, NETWORKING & DRINKS

Jonathan Deeb
12:15
Executive Creative Director: FCB South Africa

Jason Xenopoulous
14:15
Chief Executive Officer: Native

Thabang Ramogase
15:00
Marketer at Large

Sam Crowther
15:45
International Speaker UK Radio / Audio Specialist