

DIGITAL MEDIA FOR BROADCASTERS

Maximising return from your digital property

Wednesday, 13 & Thursday, 14 May 2009
The Wanderers Club, Illovo, Johannesburg

“An increased number of traditional radio campaigns will include a greater multimedia focus as clients will want to squeeze maximum value on their investment and improve the measurability of success.”

Alan Khan, CEO, Jacaranda 94.2

Why should you attend:

- Learn from top International broadcasters and from a series of leading case studies
- Fast track your strategic planning, what should you be planning now for the next 3 to 5 years
- How to effectively develop an additional revenue stream - monetising your web
- The future of using multimedia to attract & retain listeners & viewers
- Driving listeners & viewers to your web to increase revenue
- Develop a better technical understanding of multimedia offerings

Who should attend:

- Commercial, Community, Campus Radio Stations
- Television broadcasters
- CEO's
- Managing Directors
- Station Managers
- Technical Managers
- Production Managers
- Marketing Managers
- Web Administrators
- Online Manager
- Sales Manager
- Web radio startups
- Advertising agencies & Advertisers
- Online marketing specialists
- Promotions Managers
- Creative Directors
- Media Planners
- Media Strategists
- Web Content Producer
- On Air Presenters
- Production houses
- New Media Manager
- Publicity Manager

Separately bookable workshop for campus & community radio

Lead Sponsors:

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Media Partners:

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DAILY MEDIA, MARKETING & ADVERTISING NEWS

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MyBroadband.co.za

SCREENAFRICA

Please contact Paul de Beer of Classic Events on 011 477-4577,
e-mail: paul@classicevents.co.za for more information or to book your seats!

Event Organiser:

Classic Events

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DIGITAL MEDIA FOR BROADCASTERS

Day One

Wednesday, 13 May 2009

07:30 Registration & Early Morning Coffee

08:30 Welcome & Opening Remarks from the Chairperson Prof Christo Doherty, Head Digital Arts, University of the Witwatersrand
Chairperson PASA Legal Affairs Committee and Publishing Manager, Nasou Via Afrika

WHAT IS YOUR FUTURE

08:40 The future of traditional broadcasting & internet in South Africa

- Evolution of traditional broadcasting past, present & future
- Obstacles that need to be overcome
- Future of internet in Africa – growth of broadband & mobile
- Key trends in Digital Radio Broadcasting
- Television goes Digital
- Latest advances & future opportunities in Mobile Media

Prof Christo Doherty, Head Digital Arts, University of the Witwatersrand

09:15 Broadcast meets online: whose business model will succeed?

- A successful online model
- Delivering in the new converged landscape
- Embracing the connected consumer
- The Money Game

Carlos Henriques, General Manager: Online, Mail & Guardian Online

10:00 Morning Coffee

GAINING YOUR COMPETITIVE EDGE

10:30 International case study: Developing your online strategy

- Using new media devices, Podcasts
- Adapting to the new media, social media & social networks
- Understanding how competition is changing
- Understanding your listeners behaviour changes
- Working with different languages
- Developing content that attracts people to your site
- Incorporating Social networking in your online strategy

Filip Rozanek, Editor Online Division, Czech Radio, Czech Republic

11:15 International case study: Creating a new image for radio on the web

- Identifying the need for change
- The business need/key requirements
- Monthly web use of 2fm
- 2fm audience on air and online figures
- Creating an attractive web presence
- Mapping 2fm's core proposition to the web
- Maintain and grow your share of an audience
- Using the web presence to reinforce your on-air brand
- Attracting and retaining your target audience
- Building your competitive advantage
- Managing change

Declan Kennedy, Director of Digital Strategy & CFO, Catch (New Media Partner for RTE Radio)

12:00 Luncheon

THINKING OUT OF THE BOX

13:00 Advertising Agency Perspective: Taking your digital marketing to the next level

- What is Digital Marketing in a nutshell (and what it isn't)
- What are the key digital marketing techniques
- Our approach to including new media in the campaign
- What are the key processes, people and tools required to embark in Digital Marketing (what you should be looking for)
- What makes a 'best in class' website
- Case studies from around the world of the best digital campaigns

Prakash Patel, Head Digital & Interactive, Draft FCB

13:45 Achieving results from your Digital Media Promotion Campaign

- Future of interactive radio
- Club VIP
- Tossers, The Fugitive, The Brain, Joffers My Girl
- SMS revenue
- Success for the station and its client

Simon Parkinson, Promotions Manager, Primedia Broadcasting

14:30 Case Study: 5fm Successful Integration of Digital Media and Radio

- Utilising multiple channels in integrated campaigns
- Making radio and the internet work for advertisers
- Successful interactive campaigns that work across multiple platforms
- Collaborative partnerships
- Selected case studies

Helen Graham, Station Manager, 5FM, and Gustav Praekelt, Managing Director, Praekelt Consulting

15:15 Afternoon Tea

15:45 Case study: creating effective cross – media projects

- Adopting a cross-platform distribution strategy
- Social Networking
- Developing a comprehensive social media strategy
- Convergence of television, mobile & Internet
- Blogs
- Interactive TV

Glenn van Loggerenberg, CEO, Don't Look Down Productions

16:30 Panel discussion: Media Convergence – challenges and opportunities

- Wits – Prof Christo Doherty (chairperson)
- Czech Radio – Filip Rozanek
- Catch - Declan Kennedy, Director of Digital Strategy & CFO, Catch (New Media Partner for RTE Radio)
- Primedia – Glenn van Loggerenberg, CEO, Don't Look Down Productions
- Kagiso – Nevo Hadas, Head of Convergence, Kagiso Media
- Praekelt Consulting – Gustav Praekelt
- WITS – Prof Christo Doherty

17:15 to 19:00 Networking Cocktail function
Sponsored by: Praekelt Consulting

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DIGITAL MEDIA FOR BROADCASTERS

Day Two

Thursday, 14 May 2009

07:30 Registration & Early Morning Coffee

08:30 Welcome & Opening Remarks from the Chairperson

TOOLS TO ENABLE MULTIMEDIA CONTENT

08:35 The rise and RISE of broadband: The story of the i-player

- What is "i-player"?
- Why develop any online distribution capabilities?
- The numbers so far
- Is the solution portable?
- How future proof is it?
- How do I protect my rights on the world wide web?

Merlin Naicker,
Head of Media & Telecommunications,
Siemens IT Solutions & Services

09:15 Driving and maintaining traffic on your website

- Tactics for driving traffic
- Using TV & Radio to drive traffic to your website
- Competitions.
- The role of SEO
- Online advertising
- Creative Content
- Being sticky and engaging
- Other tips and tricks
- There's a tactic for every moment – short term vs long term

Mary Mzumara, Client Service Director,
Quirk eMarketing

10:00 Morning Coffee

STREAMING, PODCASTING & VIDCASTING

10:30 Streaming – Creating an effective media solution

- Streaming defined?
 - Live streaming vs On demand streaming
 - Webcasting
 - Podcasting
 - Vidcasting
- Benefits and opportunities around streaming
- The changing face of the telecoms landscape
- Online media sales

Andrew Aitken, Director,
Antfarm

11:15 Podcasting – are you using podcasts to its full extent?

- What is a Podcast?
- History of Podcast for Traditional Broadcasters
- Podcasting Software
- Overview of Creating an audio Podcast
- Monetising your Podcasts
- iPhone - custom application for the iPhone
- Optimize your RSS feeds
- Building a loyal Audience through podcast partnerships

Kanthan Pillay, CEO,
YFM

12:00 Luncheon
Sponsored by: Siemens

13:00 Vodcast – how to interact with video

- Growth of online video
- Who uses online video sites
- How can traditional broadcasters use video to access new audiences
- Future of online video sites
- Challenges in producing quality video online
- Pre-production
- Lighting & Sound
- Editing considerations
- Hosting vodcasts
- Promoting the vodcast

Nic Haralambous, Blogger Journalist,
Zoopy.com

13:45 Tapping into mobile television opportunities

- Mobile Television Successes
- What we learned in the South African trials
- The future growth of mobile tv
- Mobile portals
- Content & Partners
- DVB-H Mobile TV versus streaming
- Licensing
- Mobile TV Podcast

José Henriques, Executive Head of Internet Services,
Vodacom

14:30 Content that drives itself

- Developing integrated content strategy
- Applying and growing content online
- User generated content and the myth of user generated imagination
- Social Media tweets, trends and tactics
- Who's making money from integrated content?
- Tips to improve your content today

Nick Grubb, Brand Manager, Classic FM

15:15 Afternoon Tea

15:30 Regulations for digital & copyrighted material

- What is Copyright?
- Understanding Copyright Law
- Copyright and the Internet
- Copyright infringement
- Collecting societies
- Needletime Royalties Revenue

Pria Chetty, Founder, Chetty Law

GENERATING REVENUE FROM YOUR DIGITAL PROPERTY

16:15 Case Study: The Strategy and Technology behind successful monetization of your digital property

- Understanding your market a cornerstone to a successful strategy
- Creating Multiple streams of income
- Online media sales, the team, the tools, realistic profit margins
- Sponsored Campaigns and some successes
- Offering advertisers a bouquet of multimedia and engaging listeners
- Online promotions that stimulate online advertising
- Our Blogging successes and traffic increases
- Driving listeners to your website to increase revenue, some noteworthy examples

Anice Hassim, Head Strategist,
immedia

17:00 Conference ends

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CAMPUS & COMMUNITY RADIO WORKSHOP

Wednesday, 13 May 2009

- 13:00 Registration
- 13:30 Welcome and Opening Remarks
Gustav Praekelt, Managing Director,
Praekelt Consulting
- 13:45 Strategies for building an effective digital media presence
- Understanding your target market
 - Finding your target market
 - Walled gardens, aggregators and multi-platform publishing
 - Digital marketing
 - Communicating with your audience
 - Revenue strategies
- Belinda Lewis, Head Strategist,
Praekelt Consulting
- 14:30 Introduction to techniques for building digital media properties for community and campus stations
- The digital landscape
 - Tools and platforms
 - Content management systems
 - Channel strategies
- Kabelo Mapoka, Project Manager,
Praekelt Consulting
- 15:15 Afternoon Tea
- 15:45 Positioning your website as an effective community/campus tool
- Understanding your community's web needs
 - Understanding your Stations web needs
 - Creating an awesome web environment for your listener
- Creating a great web environment for your station departments (Marketing, Programing, Sales, Promotions)
 - Keeping your website fresh with content, community events, web only competitions
 - Creating Synergy between on-air and web - How to Synchronize your listener and your website visitor
 - Communicating to your database
- Siphelele Sixaso, Marketing manager,
trufm
- 16:30 Creating an online revenue stream for campus/community stations
- Learn methods to optimise your website for more traffic and increased revenue.
 - Creating an online strategy to improve profitability
 - Creating Multiple streams of income
 - How to run Banner Advertising
 - How to use Google Ad Sense to increase revenue
 - Methods of using Podcasts, blogging & streaming to increase revenue.
 - Develop a profitable integrated campaign
- Cornia Smargiasso, Digital Business Developer – Digital project manager,
5FM
- 17:15 - 19:00 Networking cocktail function

Registration Form

(Please photocopy form if more than one delegate)

FEE per delegate: Campus & Community Station workshop – R100

REGISTRATION DETAILS

Delegate Name & Title: _____ Telephone: _____

Fax: _____
Job Title: _____ Email: _____
Cell: _____ Submitted by: _____
Company/Organisation: _____ Company: _____
Amount Payable (R100 incl VAT per delegate): _____ Date: _____
VAT Number: _____
Physical Address: _____

Postal Code: _____
Postal Address: _____

Postal Code: _____

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Registration Form

(Please photocopy form if more than three delegates)

Attention: Classic Events

Fax: 086-514-5412

Email: paul@classicevents.co.za

Tel: 011 477-4577 / 011 673-7366 / 7095

Address: P.O. Box 291765, Melville, 2109

DIGITAL MEDIA FOR BROADCASTERS

DATE: 13 & 14 May 2009

FEE per delegate

Inclusive of course materials, refreshments and lunch.
All prices inclusive of VAT.

2 days - R5999

1 day - R3499

VENUE: Wanderes Club, Illovo, Johannesburg

REGISTRATION DETAILS

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Cell: _____

Both Days Day 1 Day 2

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Cell: _____

Both Days Day 1 Day 2

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Cell: _____

Both Days Day 1 Day 2

Company/Organisation: _____

Amount Payable: R _____

VAT Number: _____

Physical Address: _____

Postal Code: _____

Postal Address: _____

Postal Code: _____

Telephone: _____

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Signing this form entails your understanding of the Registration and Payment requirements:

- A confirmation letter and invoice will be faxed/emailed to you upon receipt of your registration form, reserving your seat/s.
- Kindly make payment to guarantee your seat/s as non payment may result in your seat allocated to someone else
- Electronic payment/direct deposit can be made to Standard Bank Account #: 401 025 500. Account Name: Classic Exhibitions & Conferences cc. Branch: Melville. Branch Code: 006105. Kindly indicate company/delegate name/invoice as reference
- Please make cheque payable to: Classic Exhibitions & Conferences
- An official receipt of your payment will be provided, only upon request.
- A certificate of attendance will be provided, only upon request.
- No cancellation and refund given within thirty days of event dates but replacement delegate is welcome.
- No refund given if delegate did not show up at event but course materials, if any, can be sent.
- Organiser reserves the right to change venue, date, programme and/or speaker/s if circumstances require.
- Organiser will refund payment if event is cancelled. If cancellation is not caused by organiser i.e. natural causes, regret no refund will be provided.
- Please inquire if you need special lunch i.e. vegetarian, kosher, halaal etc, accommodation or disabled facilities

Signature: _____

Submitted By: _____

Organisation / Company: _____

Date: _____

