

# Inaugural On Air radio conference

MTN has announced the launch of its inaugural On Air radio conference that will appeal to programmers, radio sales people, media strategists, advertisers and marketers. To be held at the Michelangelo Hotel from 10am until 2pm on Friday 11 April 2014, it precedes the MTN Radio Awards, scheduled for 12 April.

## Multi-channel campaigns

With radio revenue in South Africa set to grow by an estimated 9%, it remains firmly entrenched in the hearts and minds of a listening public, which exceeds 90% of the country's population.



High-profile panels will debate trends and share ideas that are propelling new thinking on radio and examine the challenges and difficulties that radio needs to overcome in the immediate future.

A panel debate and discussion on multi-channel campaigns and technology will be of interest to those seeking to optimise their return on their radio advertising investment. A creative panel that will review advertising that has found favour with station programme

and content managers will discuss the latest creative trends in radio advertising.

## Cutting-edge research

Neil Higgs from TNS Research Surveys will give a presentation of the latest cutting-edge research on what South Africa's big advertising spenders really think of radio and the value that it offers and the event will wrap up with an in-depth debate on how to bridge the chasm between advertisers and programmers.

"With the radio industry under the spotlight and a day ahead of the awards, the conference provides an additional opportunity for continued focus on radio excellence," says Taryn Westoby, COO of MTN Radio Awards. "It's about making every aspect of radio work for the listener, because when it works for the listener, it provides spectacular returns."

Tickets are R595 ex VAT and are available by calling Marcia Minnaar on +27 (0) 11 803 2040 or emailing [marcia@thefuture.co.za](mailto:marcia@thefuture.co.za).

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