



# Conference to unpack radio advertising that works

The second annual RadioWorks 2011 Conference, themed 'TILT - Radio from a different angle', will take place in Johannesburg at the Forum, The Campus Office Park, Bryanston on 31 August and in Cape Town on 1 September at Crystal Towers, opposite Century City Shopping Centre.



Gilda De Araujo

"The big idea behind this year's conference is to turn everything you think you know about radio on its head and investigate the medium from a number of new angles - hence the theme," says Gilda De Araujo, GM [Radio Advertising Bureau](#) (RAB). "Being the well-established medium that it is, means we tend to take its vast reach and innate ability to connect with target audiences for granted."

## Topics

De Araujo says key areas of delegate interest and need have been identified and will be tackled at the conference. The RAB has also listened to the industry and this year, six short, sharp morning sessions will see presentations of a maximum of 30 minutes each including a Q&A component, while the afternoon will feature three streams, targeted at specific groups:

- How marketers can make their brands stand out on radio more than ever
- Global creative insights and ideas
- Strategic media planning insights leading to a better understanding of the radio consumer
- Case Studies providing real results and a clear idea of what works and what does not

## Speakers

- Mark Gillman, former 5FM broadcaster and founder of TMGS Creative in the UK, who will look beyond the recorded generic campaign, taking delegates into the cutting edge future of radio advertising - branded programming technology
- Tony Hertz, currently the only person in the world with both a black and yellow D&AD pencil for radio, shares insights into art of radio creative
- Barrett Whiteford, FNB head of marketing: credit card division shares the thinking behind the ubiquitous and hugely successful (40% lift in sales and counting) 'Steve' radio campaign
- Award winning duo, Jenny Glover and Brent Singer, of [Net#work BBDO](#) who have two Cannes Lion Radio Grand Prix awards between them, share insights into the Cannes judging process and what it takes to put together a winning radio campaign
- Andy Rice chats to Luci Hirsch of the 'Hi, I'm Luci Hirsch' ad and unpacks the winning formula for family retail store success
- [Grey SA](#) CEO, idea catalyst and social scientist Sizakele Marutlulle; township research specialist Lebo Motshegoa, from Foshizi and Dollywagon Media Sciences' (UK) Jason Brownlee set the record straight when it comes to consumers, 'darkies' and radio effectiveness.



"This conference is about hard core market intelligence that delegates will be unable to garner anywhere else. For that reason, we can't wait to turn radio upside down, inside out and prove that we know how to make a day out of the office really count," concludes De Araujo.

For more details, go to [www.rab.co.za/radioworks](http://www.rab.co.za/radioworks).