



Programme - Tuesday, 3 July 2018

Programming Bootcamp

This session is only open to pre-registered delegates who have been invited and paid an additional attendance fee.

Radio Programmers are tasked with the operational, creative and strategic management of programming teams, content and platforms (on-line, or on-air). The challenges of audiences, revenues, mandates, click-throughs and technology add additional pressure to an already loaded daily agenda.

The aim of the Programming Bootcamp is to allow senior programmers an opportunity to be exposed to new thinking, ideas, people and methods to complement their skills set. The sessions are designed to provide short bursts of information with an opportunity to engage and interact with speakers and fellow programmers.

Radio Days Africa hopes this initiative will add energy to your daily approach and value to your position within your creative team.

08:00 – 09:00

Tea

09:00 – 09:15

Intro And Set-Up: Tim Zunckel (Conference Director: Radio Days Africa) sets the scene for a jam-packed day of learning, networking and radio talk.

09:15 – 09:45

Breakfast Show Health Check: Regarded as the most important show of the day, John Simons (International Consultant: Simo Radio) gives pointers on what elements you should keep in mind when health-checking your Breakfast Show.

09:45 – 10:15

Role Of The Producer: The most valuable, the hardest to find and a unique individual: The Producer. **John Simons (International Consultant: Simo Radio)** discusses the various roles of the show producer.

10:15 – 10:30

Score Your Breakfast Show: How does your team stack up? **John Simons (International Consultant: Simo Radio)** gives you a metric to score your Breakfast Show. This will give insights into areas that require your attention to improve your team's performance.

10:30 – 10:50

Break

10:50 – 11:20

11 Things I Need To Tell You: Sean Ross (VP Music & Programming: Edison Research) discusses format trends, broadcasters' strengths, challenges and opportunities as the audio space expands. He has a candid, but positive look at what broadcasters can do in 2018. This includes the opportunities created by podcasting, playlisting, smart speakers, and other audio options.

11:25 – 11:55

On Being Nancy: Kathy Tu (NPR WNYC – New York) presents and produces the award-winning Nancy podcast. Not only is it quirky and queer, it uses unique angles to tell stories from different perspectives. It encapsulates the essence of niched content that has created broad appeal. She shares some insight into making this weekly podcast.

12:00 – 12:30

Technology And Content Creation: How to create engaging content for multi-platforms with app-based tools. **Elanor Mannion (Journalist: RTÉ)** explains how to make broadcast-quality content in the palm of your hand.

12:35 – 13:05

Alive In All The Right Places: The Australian commercial radio industry has established itself as a world leader in the radio business. **Joan Warner (CEO: Commercial Radio Australia)** explains why she feels they have such a strong and creative industry.

13:05 – 14:00

Lunch

14:00 – 14:30

The Power of Sound And Imaging: The Team from **Benztown Branding** share samples of how they have created some powerful imaging packages. Imaging sets you apart from your competitor and they want to show you the power of sound and imaging.

14:35 – 15:05

The Wireless Way: Piers Collins (DAB Director: Wireless Group) shares some operational best practices that keep the Wireless Group focussed and competitive in the UK market.

15:05 – 15:25

Break

15:25 – 15:45

Ten Powerful Promotions From Across The Globe: Building hype to drive audiences and engagement. See ten great examples with Niall Power (Head Of production: Beat FM, Ireland).

15:50 – 16:10

The Target Listener: John Simons (International Consultant: Simo Radio) revisits the core principles when identifying your target listener.

16:10 – 16:30

The Power Of Personality: In the last session of the Programming Boot Camp, John Simons (International Consultant: Simo Radio) looks at leveraging the power of personality in your line-up to deliver engaging on-air content.

16:30 – 16:35

In Closing: The Boot Camp session closes until #RDA19.