

CONFERENCE PROGRAM

NATIONAL RADIO CONFERENCE - FRIDAY 11TH OCTOBER 2013

7:30 - 8:30	REGISTRATION / NETWORKING BREAKFAST (TBC)		
	PLENARY		
8.30 - 8.50	WELCOME & OVERVIEW OF THE 2013 NATIONAL RADIO CONFERENCE Joan Warner, CEO Commercial Radio Australia		
8.50 - 9.05	CAMPBELL NEWMAN Premier of Queensland		
9.05 - 9.35	THE FUTURE OF AUDIENCE MEASUREMENT Morten Boyer, GfK		
9.35 - 10.20	IF PSYCHOLOGISTS RAN RADIO STATIONS Adam Ferrier, Naked Communications		
10.20 - 10.35	MORNING TEA & EXHIBITION		
	PLENARY		
10.35 - 11.20	THE BRUTAL TRUTH - Scott Muller, Dylan Lewis, Merrick Watts, Robin Bailey, Paul Murray		
	STREAM 1	STREAM 2	STREAM 3
11.25 - 12.10	ARE YOU 'LIKABLE'? MAXIMISING SOCIAL MEDIA Jules Lund, Southern Cross Austereo	CONVERSATIONS WITH CLIENTS Pat Bryson, Bryson Broadcasting International	WHEN DOES TSL REALLY HAPPEN Tom Watson, ACC Marketing & Consulting
12.15 - 1.00	HALF A BILLION VIEWS AND COUNTING Natalie Tran, YouTube Sensation	RADIO, IT'S A LOVE THING Alistair Leathwood, Colmar Brunton	AVOIDING MEDIA WATCH Jonathan Holmes - Former Presenter of Media Watch, Michelle Davies (Fairfax Radio Network) Sarah Tinsley (DMG Radio), Stuart Thomas (Network Ten)
1.00 - 1.45	LUNCH		
	STREAM 1	STREAM 2	STREAM 3
1.45 - 2.30	MUMBRELLA QUESTION TIME Tim Burrowes (Mumbrella), Ciaran Davis (ARN), Helen Lecopoulos (McDonalds), Jo Dick (OMD), Ralph Barnett (SapientNitro)	REDEFINING REGIONAL RESEARCH Presentations from John Musgrove (SCA), Paul Amos (Xtra Research) and David Rogerson (Grant Broadcasters)	TOP TEN TRENDS IN EUROPEAN RADIO Anders Held, Radiodays Europe
2.35 - 3.20	FANS NOT LISTENERS Sam Cavanagh, Southern Cross Austereo	MEDIAWEEK - LIFTING THE LID ON REGIONAL RADIO James Manning (Mediaweek), Glenn Wheatley (EON Broadcasting), Guy Dobson (Southern Cross Austereo), Kevin Blyton (Capital Radio Network), Rowly Paterson (ACE Radio Broadcasters)	DIGITAL RADIO - A GLOBAL UPDATE & WHAT'S NEXT Presentations by Kath Brown (CRA), Woro Indah Widiastuti (Ministry of Communications & Informatics Republic of Indonesia) & Nick Piggott (RadioDNS)
	STREAM 2		STREAM 3
3.25 - 4.10	WHAT'S WORKING AT WORK Larry Rosin - Edison Research		WHY COUNTRY MUSIC DOESN'T SUCK & HOW IT CAN MAKE YOU MONEY Rob Potts (Entertainment Edge), James Dein (Gympie Muster Festival), Shaun James (Foxtel)
4.15 - 5.00	'HOT BUTTON' INTERACTION WITH YOUR DAB+ LISTENERS Alexander Zink - Journaline		HAVE YOU HAD YOUR SAFETY HEALTH CHECK LATELY? David Fuller, Commercial Radio Australia
5.00 - 7.00	NETWORKING DRINKS		

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