

### FULL PROGRAM

8.00am	<b>Registration/Networking Breakfast</b>		
<b>PLENARY</b>			
9.00am	<b>Welcome &amp; Overview</b> Joan Warner, CEO, Commercial Radio Australia		
9.15am	<b>Preparing for Hybrid RAM: The Best of Both Worlds</b> Radio Audience Measurement (RAM) has always presented unique challenges, due to the portability and ubiquity of radio content consumption.  Commercial Radio Australia is leading the way in the evolution of best-practice RAM and, in partnership with GfK, has recently launched a Measurement Innovation Program (MIP). The MIP is a world-first initiative that will take an evidence-based approach to developing a new RAM service in Australia that builds on the already robust foundation of the existing radio currency. Dr Morten Boyer (GfK) will present the background to the MIP in Australia and how they plan to ensure the next iteration of RAM in Australia is scientifically sound and built for the future.		
9.35am	<b>Q&amp;A</b> After the success of Q&A at Radio Alive 2017, the session will return once again in 2018.  Hosted by Virginia Trioli, the panel will discuss changes to the broader media and communications landscape, changes to the context in which media now operates, challenges facing both traditional and new media and the influence and impact of the media in/on current society.		
10.25am	<b>Secrets to Drive Time Success</b> Drive time on radio is made up of powerful community of loyal listeners and passionate broadcasters. In this session Kate Langbroek (Southern Cross Austereo), Kate Ritchie (NOVA Entertainment), Ben Fordham (Macquarie Media Limited) and Will McMahon (Australian Radio Network) will discuss all things drive.		
11.15am	<b>MORNING TEA</b>		
11.30am	<b>Brain Power</b> Todd Sampson is the writer, host and human guinea pig of the award-winning Discovery Science Series called REDESIGN MY BRAIN. The premise of the series was simple. For over 70 years, science has told us that our brains are fixed. You are born with the brain you have, it develops rapidly until age 7 and then it starts a steady decline from age 30 until you die. There was nothing you could do about it. But science has now proven that to be false. In fact, modern science has now shown that our brain is plastic and that we ALL have the ability to improve it at any age and at any time. This presentation will show you how to boost your creativity and brain power. Todd will not only take you behind the scenes of this extraordinary scientific journey, he will also provide you with the practical tools, strategies and techniques to improve your brain. We are all capable of more than we realise... and modern science is showing us how.		
12.40pm	<b>Alexa, Tell Me What the Future is</b> The use of AI powered voice assistants and smart speakers are set for a future of growth. This will be driven by global tech giants releasing new gadgets and new assistants that will capture hype and the attention of consumers. Kate Burleigh (Country Manager, Amazon Alexa Skills, ANZ) shows us the future of voice assistants and smart speakers. What is happening with voice and how are everyday users embracing this technology? How will this change in coming years? Kate will look at the opportunities for radio and show how other industries are embracing voice to create new opportunities for customers and clients.		
1.20pm	<b>Automated Holdings</b> The future of buying radio.		
1.30pm	<b>LUNCH</b>		
2.15pm	<b>I Have An Idea For A Podcast, Will You Sign Me Up?</b> With several radio networks now into their second year of original podcasting, we ask: what does it take to get a podcast commissioned? What are the learnings from the last 12 months? What has worked and what hasn't? What do you need to do to get your pitch up to scratch? Moderated by Jaime Chaux (Commercial Radio Australia), this session features Jay Walkerden (NOVA Entertainment), Grant Tohill (Southern Cross Austereo's PodcastOne) and Julia Lowrie Henderson (30 for 30 Podcasts, ESPN) discussing what they are looking for in the next wave of podcasts and about what it takes to turn an idea into a viable podcast series.		
	<b>STREAM 1</b>	<b>STREAM 2</b>	<b>WORKSHOPS</b>
3.00pm	<b>The Workplace in a Post #MeToo World</b> We live in a world filled with constant media attention surrounding allegations against high profile media personalities, the #MeToo and NOW movements, the launch of a world first Australian Government enquiry and damning statistics from a recent Human Rights Commission survey' into workplace sexual harassment. This session will look at how the world has changed and how we, as employers and work colleagues, need be aware of the risks and stay informed. We will look at some lessons we can learn from the past and what can we do to remain vigilant, to ensure our workplaces are safe environments for all employees.	<b>Building Your Podcasting Game</b> So you can make radio, but can you make it in podcasting? Isn't it all just the same thing? Not quite. Hear from radio professionals who have now branched out into podcasting, juggling existing careers and developing an entirely new set of skills.  Moderated by podcast executive producer Jay Mueller (McGuire Media/Bad Producer Productions), this session features presenter Ash Bradnam (NOVA Entertainment), presenter and author Adam Shand (PodcastOne, Southern Cross Austereo), and imaging producer Matt Nikolic (PodcastOne, Southern Cross Austereo).	<b>The Key to Successful Client Meetings</b> Have you ever been to a meeting that is disorganised, and you can't wait for it to end? Yes, we all have. You certainly don't want clients or potential clients to feel that when they are meeting with you.  Simon Harrop (Founder, Straight Ahead Sales) will show you how to plan and run successful client meetings, so that you get the outcomes that you want, and the client values the time that they invest with you. It is a combination of what you do before the meeting and how you open the meeting. Simon's clients have found that when they start to use this simple and effective approach it is a game changer for their meetings.
3.50pm	<b>Australian Music – Beyond the Quotas</b> To kick off this session CRA, APRA and ARIA will provide an overview of results of the last 6 months of industry reporting and independent monitoring of commercial radio's Australian music quotas and reflect on what the industries have learnt from the collaborative work and approach. Following this, a panel of senior network music/content directors, moderated by Southern Cross Austereo's Ash London, will discuss what happens beyond the quotas to support to Australian artists including ongoing activities and new approaches and how digital has opened up fresh opportunities for radio to expand this support.	<b>Did You Want a Brand with That?</b> The next buzz around podcasts is branded content. Having a client involved with a station or show's content has long been commonplace in radio.  In podcasting this is set to undergo significant growth. What are clients looking for in branded content podcasts? How do you balance the demands of original content and client messaging?  Moderated by Rob Loewenthal (Whooshkaa), this session features writer and audio producer Jess Hamilton, Chris North (Macquarie Media Limited) and podcast producer Kate Montague (Audiocraft).	<b>Forget the Head, Aim for the Heart: Emotion and Advertising Success</b> Award winning audio creative, and National Head of Creativity for The Studio at SCA Matt Dickson talks about human behaviour, the irrationality of many decisions we all make, and how creativity plays a part.  Many of the most successful advertising campaigns and marketing ideas from around the world appeal to us emotionally, not rationally. Matt covers off how to create emotionally appealing and successful audio campaigns to capitalise on radio's strengths.
5.00pm	<b>COMMERCIAL RADIO AUSTRALIA INDUSTRY DRINKS</b> Meat Market, 53 South Wharf Promenade		