

RadioWorks Conference for Cape Town, Johannesburg

The Radio Advertising Bureau's (RAB SA) RadioWorks Conference will demonstrate the ROI/results that can be derived when radio is used effectively within the media mix. It will feature top local and international speakers including the RAB UK's Michael Tull.

He will unpack insights from a groundbreaking RAB UK research study that incorporates data from more than 500 campaigns, the largest analysis of radio ROI ever conducted, which demonstrates how advertisers are missing millions in revenue by underinvesting in radio.



Speakers

RAB GM, Matona Sakupwanya says that the RAB noted the feedback from its past successful conferences and identified key areas of delegate interest. These will be tackled by a line-up of expert speakers drawn from a wide range of media and marketing disciplines.

- UK based Sam Crowther, a pioneer in the understanding and application of sound, whose experiential presentation will explore how sound affects us both consciously and subliminally as well as how these strengths can be utilised to enhance the impact and effectiveness of sonic communication and advertising campaigns
- Digital expert and Native VML CEO, Jason Xenopoulos who will share insights on how to maximise on the relationship between radio and digital platforms for successful radio campaigns
- A panel of media and marketing experts who will tackle the topic, 'Whose job is it to prove ROI on (radio) campaign'
- Renowned marketer, Thabang Ramogase on how brands can create content that connects and engages with consumers

Bonang Matheba and DJ Suga of Heart 104.9FM will direct the conference programme.

The Cape Town leg of the Conference will take place at the Clock Tower Pavilion on 19 August and in Johannesburg on 21 August 2014 at the Focus Rooms in Sunninghill. For more information, go to www.rab.co.za.

For more, visit: <https://www.bizcommunity.com>