

Conference Organiser



Hosted by



RadioAsia 2017

Creating Radio with Passion: Looking into the World of Radio
RADIOASIA2017 CONFERENCE
26 – 28 April 2017,
Swissotel Le Concorde, Bangkok, Thailand

Radio is here to stay despite competition. While new technologies have actually helped radio to develop further and deliver its products over multiple platforms, we believe that innovation in content is the key to the future of radio.

Across the region, the radio industry has matured and fresh investments are being made in radio broadcasting. Some broadcasters have already ventured into digital radio broadcasting and currently run regular radio services for city listeners and those in the countryside.

Radio broadcasters are creating content with audiences, not just pushing content out at them. Collaborative content is the key to the future, not just about the content we are making, but it is the content that we share that will drive us to the future. The partnership with audiences will help the radio broadcasting to be successful and enhance public trust.

Looking forward, radio will continue to enhance its presence in the multimedia space. RadioAsia2017 will explore the major aspects of the theme the 'Creating Radio with Passion: Looking into the World of Radio' and how these will add to the efficacy of the radio industry in the years to come.

RADIO MASTERCLASSES

Day 1: 26 April 2017 (Wednesday)	
Masterclass 1 0900 - 1030	Title Facilitator:
1030 - 1100	Coffee Break
Masterclass 2 1100 - 1230	Title Facilitator:

RADIOASIA2017 CONFERENCE

Creating Radio with Passion: Looking into the World of Radio

CONFERENCE PROGRAMME

Day 1: 26 April 2017 (Wednesday)	
Opening 1400 - 1430	<p>Opening</p> <p>Welcome Remarks:</p> <p>Ministerial Address:</p>
Industry Session 1430 - 1530	<p>Chair:</p> <p>Invited Address: How are European Radio Broadcasters Engaging Audiences</p> <p>Industry Keynote: Radio Scenario in Thailand – Near Term Developments</p>
1530 - 1600	Coffee Break
Session 1 1600 - 1730	<p>Creating the Future</p> <p>In the rapidly changing media landscape and diverse methods of media consumption, how to create the future of radio so that it can put itself in a pivotal position while staying strong and relevant? Listening is high and radio is increasingly using alternative platforms to reach audiences and develop its offer to stay relevant. This session will see leading radio professionals addressing where radio should be heading and how to ensure a bright future for radio.</p> <p>Chair:</p>
Day 2: 27 April 2017 (Thursday)	
Session 2 0900 - 1030	<p>Beyond Radio: Programing with Passion</p> <p>Current radio is not just limited to programing in words and music. Modern radio stations do a lot more to create keen interest among audiences and to engage them closely. They also enhance their brand image. Holding of events with audiences is one such measure which is very common. This session will hear about the efforts and the ways radio stations have developed to further enhance the impact of radio among audiences and promote audience participation.</p> <p>Chair:</p>
1030 - 1100	Coffee Break
Session 3 1100 - 1230	<p>Radio Streaming and Podcasting: How are Broadcasters Making use of Internet Platforms</p> <p>Most radio broadcasters, including those in the Asia-Pacific, run parallel service through Internet streaming. This provides access to their live programmes to audiences on mobile devices (phones). This also extends the reach of the content to well beyond the broadcasting coverage, potentially to anywhere in the world. Many broadcasters make use of the Podcasts to supplement their Internet offerings. How are the radio broadcasters addressing these operations, both on the basis of content and on streaming. This session will receive information on how this has been practically accomplished by broadcasters.</p> <p>Chair:</p>

1230 - 1400	Lunch
Session 4 1400 - 1530	<p>Radio Initiatives: How New Ideas were Implemented</p> <p>In this debate, presenters will expound on how they actually implemented new ideas in radio content programming and delivery.</p> <p>Chair:</p>
1530-1600	Coffee Break
Session 5 1600-1730	<p>Implementation of Technology Initiatives in Radio</p> <p>While new technologies for radio keep on evolving and developing, their implementation takes a good bit of effort. There are many stakeholders whose participation is essential for successful introduction of new technologies in radio broadcasting; in the studios, over the air and in Internet delivery. Presenters in this session will address these issues.</p> <p>Chair:</p>
Day 3: 28 April 2017 (Friday)	
Session 6 0900 - 1030	<p>Radio Summit</p> <p>This session will offer a high level debate in which top radio executives from Asian and European broadcasters will provide insight on current opportunities and challenges in radio broadcasting. They will also discuss how their organisations dealt with such issues successfully.</p> <p>Chair:</p>
1030 - 1100	Coffee Break
Session 7 1100-1230	<p>Storytelling on Radio</p> <p>Radio is the "theatre of the mind" and story-telling is what is the strength of radio is. This genre of radio content carries the listeners into a different world and environment without the use of visuals, leaving a lasting impact on them. It is perhaps the most powerful tool available to the radio content creator.</p> <p>Chair:</p>
1230-1400	Coffee Break
Session 8 1400-1530	<p>Festivals in Europe and Asia: Promoting Culture</p> <p>Festivals have been the show-stoppers of radio broadcasting industry in Europe. In Asia, broadcasters are making rapid progress in this direction. Asian song shows are getting to the forefront. Experience gained in conducting and attracting huge audiences in both these regions will be shared at this session.</p> <p>Chair:</p>
1530-1600	Coffee Break
1600	Closing
Conference Concludes	