

RADIOASIA2018 CONFERENCE – Unity and Diversity
11 July 2018, Astana, Kazakhstan
CONFERENCE PROGRAM

Session/Time	Title	Venue
Official Opening 9:00 – 9:20	MC: Ms Olya Booyar, Head of Radio, ABU Host Broadcaster Welcome Ms Lyazzat Zhunussova, General Director, KMO Welcome Remarks ABU Dr Javad Mottaghi, Secretary General, ABU	
Session 1 9:20-10:15	Knowing our audiences Our audiences are our reason for existing but how well do we REALLY know them? How can we see them and their needs without the distorting lens of our own professional knowledge and experiences? This opening session examines how we can objectively assess our audiences – especially all the diverse elements – using traditional as well as modern techniques and tools, such as audience research, focus groups, audience interactions, new media and social media. Moderator: Paul Amos, Xtra Insights Panellists: <ul style="list-style-type: none"> • Madi Manatbek, Director, Kazakh Radiolary • Steve Ahern, Managing Director, Ahern Media & Training, Australia • Fayyaz Sheheryar, Director General, All India Radio, India • Drew McDaniel, Professor, Director, School of Media Arts , Ohio University,USA • Tshering Wangchuk, CEO, BBSC Bhutan • Kantar TNS Central Asia, Kazakhstan 	Hilton Garden Inn Ballroom
Showcases 10:15-10:45	Audience Engagement Showcase: Interactive examples of successful as well as not so successful engagement with audiences and what are the takeaways and lessons learned. <ul style="list-style-type: none"> • Akiko Ogasawara Managing Producer, NHK World Japan – BOSAI • Ehsan Mastan, Online Broadcaster, National Radio and Television of Afghanistan, Afghanistan 	
10:45-11:15	Coffee Break	
Session 2 11:15-12:00	Making programs for everyone In the era of increasing diversity of audiences and production and distribution tools, panellists discuss how to use both multiple platform and single platform program making methods to deliver content to diverse audiences. We will see what works – and what doesn't – from broadcasters large and small. And we will hear from independent content makers working at the cutting edge of radio and new media. Moderator: Karen Merkel, New Media Networks Panellists: <ul style="list-style-type: none"> • Timur Serzhanov, Journalism Academy of Kazakhstan • Wim Moortgat, Manager Audio Technology, VRT, Belgium • Wolfram Tech, BCI Group, Germany • James Ross, Lightning International (UK) 	Hilton Garden Inn Ballroom
Showcases 12:00-12:45	Content Innovation Showcase: Using excerpts of real programs, content creators give short presentations of how they have used different single/multiplatform production and presentation techniques and technologies to make and share great radio and new media content.	

	<ul style="list-style-type: none"> • Flavia Voinea, Manager, Bucharest FM, Radio Romania • Jun Shirai, Senior Producer, NHK, Japan • Vu Thi Tuyet Mai, Deputy Director of VOV2, Voice of Vietnam, Vietnam • Rinat Abdulkhalikov, General Director, NS Radio, Kazakhstan 	
12:45-14:00	LUNCH	Hilton Garden Inn
14:00–14:10	Special Presentation & Invitation <ul style="list-style-type: none"> • Perhat Nuryyev, TVTM Turkmenistan 	Hilton Garden Inn Ballroom
Masterclass 14:10 – 15:10	50 Shades of Great- 50 things to do that will make your station better tomorrow An action packed Masterclass loaded with successful ideas from around the world and ranging from programming to promotions. The session will share audio and video examples and allow for your questions. You're guaranteed to walk out with a list of actionable ideas that can be used in your station when you get home. Presenter: Ronnie Stanton, Ronnie Stanton Media	Hilton Garden Inn Ballroom
Showcases 15:10 – 15:45	Tools to make and share great content Showcases of new and upcoming technologies that have been used in real-life situations to enhance program making, especially coping with the demands of increasing diversity or creating unity for audiences. <ul style="list-style-type: none"> • Alain Artero EBU, dotRadio • Lawrence Galkoff, General Manager, RadioPlayer Worldwide • Madina Baitursunova, Tengri FM, Kazakhstan 	
15:45 – 16:15	Coffee break	
Session 3 Roundtable 16:15 – 17:00	The future here and now An interactive overview of where we are now in serving diverse audiences and unifying people, how we can better understand our listeners, viewers and new media users, what challenges face broadcasters at the end of the second decade of the new millennium and what help we can expect technologies, methodologies and advances in other fields of human life. There will be a Q&A with the opportunity for short and well-aimed contributions from delegates. Moderator: Steve Ahern, Managing Director, Ahern Media & Training, Australia (Panellists drawn from the day's speakers & audience) <ul style="list-style-type: none"> • Kirill Volkov, Astana FM, Kazakhstan • Laula Askar, Orda FM, Kazakhstan 	
17:00	CONFERENCE CLOSE	
5th ABU Song Festival 2018 Gala Kazmedia Concert Hall 19:00 The 5th ABU Radio Song Festival is a musical showcase from across Asia and the Pacific, embracing and recognising the diverse musical talents of young, unsigned artists in our region.		Kazmedia Concert Hall