

Building a new future for radio

So much has changed over the past three years – our world, our societies, our listeners, and our industry – that we are effectively having to reinvent radio itself.

As part of that re-imagining and rebuilding, the **2022 ABU RadioAsia Conference** will this year be in **Kuala Lumpur, Malaysia, from 4-5 September** but also streamed live so members and guests from across the region and around the world can take part.

The first day (4 September) will be dedicated to training and workshops, while the second day (5 September) will be packed full with expert panels, presentations, and discussions (see the Agenda below). And, as a special bonus, for the first time the ABU will be partnering the Radiodays Asia conference, from 6-7 September, making this a **Super Conference**.

ABU RadioAsia 2022 is themed **Smart, Social and Everywhere**, to reflect the new reality of the world we're now working in. Not only are we slowly emerging from the worst global pandemic in 100 years, but we are doing it in a fundamentally changed media environment, one forever altered by the arrival of the Fourth Information Age, Web 3.0 and a world awash with tweets, posts and streams.

To help make sense of this we will be joined by a host of internationally recognised media experts eager to share their expertise and experience, to help us all navigate this new world.

Everyone will have something to offer as we discuss what the past digital decade and the recent three pandemic years have taught us, what we discovered we've done right and what we could have done better.

Conference registration is now open and special hotel discount rates are available, so I invite you register and book your hotel accommodation for RadioAsia22 and Radiodays Asia 2022, at Shangri-La Kuala Lumpur Special Rates.

For more information, please do not hesitate to contact the ABU Head of Radio Olya Booyar at olya@abu.org.my or Yan at yan@abu.org.my.

Registration for the associated Radiodays Asia event is here: www.radiodaysasia.com. Use the discount code **ABUKL22** for a reduced ABU Member registration fee.

Welcome to Kuala Lumpur!



4 and 5 September 2022

DAY 1 Sunday 4 September 2022 Shangri-la Hotel, Kuala Lumpur, Malaysia	
Training Workshops presented by the ABU Media Academy	
Arrival 12:30 – 13:00	Please arrive at least 15 minutes early for registration
Workshop 1 13:00 – 14:30	<p>Making Multi-Platform Mini-Documentaries and Features</p> <p>An expert producer will guide participants through the characteristics of short documentaries and features, demonstrating examples of how they have been produced across radio and social platforms and used for campaigns and public service messages.</p> <p>Workshop participants will be able to have a go through a quick production process as part of this 90-minute workshop.</p>
Afternoon Tea 14.30 – 15:00	Short break with Tea/Coffee & Snacks
Workshop 2 15:00 – 17:00	<p>New Content, New Platforms</p> <p>Your chance to hear from broadcasters who are innovating with new content on new platforms. Vertical videos, TikTok, Social content strategies, App features and more will be showcased.</p> <p>In the two-hour workshop you will have plenty of time to ask questions and interact with the experts to find out how they are developing their new content and using it on existing and new platforms.</p>
Close 17:00	Training Workshops finish

DAY 2 5 September 2021 Shangri-la Hotel, Kuala Lumpur, Malaysia	
08:30	CONFERENCE REGISTRATION
09:30	Opening and Welcome
Top Level Forum 09:45 – 11:00	Experts' Round Table A high-level discussion, with CEO's and other experts placing today's challenges in the context of almost 100 years of radio broadcasting, examining where we are now and what the future may hold.
Break	Coffee Break
Showcase 1 11:15-11:30	What the facts and figures tell us A short presentation on what global research is telling us about radio in 2022 – where we are and where we're heading.
Special Session One 11:30 – 12:15	Working better, harder but mostly smarter How public service broadcasters can work smarter and employ cutting-edge digital technologies to increase efficiency, save money and better serve our audiences, ranging through content production, technical innovations, organisational change, commercial opportunities and audience engagement.
Showcase 2 12:15 – 12:45	The smartest things you've never seen A quick glimpse at things so new and smart that few of us have ever dreamed about, let alone seen ... but it is available and working now.
Lunch 12.45 – 14:00	Lunch and Trade Show
Special Session Two 14:00 – 14:45	Social media and platforms - what's hot and what's not Which social media tools and methods are worth investing effort and resources in and what may be just a passing fad. Following a keynote analysis, we will hear from members and guests who have been weaving social media and methods into their offerings, what has worked and what has not ... and why.
Showcase 3 14:45 – 15:00	Show me the money! Has anyone <i>really</i> made any money out of their social platforms? You might be surprised....or not!
Break	Coffee Break
Showcase 4 15:30 – 16:00	Connecting with ALL your listeners Community Broadcasters demonstrate how ingenuity, creativity and smart technology keeps them connected and engaged with remote, indigenous, and hard to reach listeners.
Special Session Three 16:00 – 16:45	Everyone, everywhere and all at once – Reaching further in the connected world How public service broadcasters can reach out further and deeper to their audiences, becoming a more important part of their lives wherever they live and work. Also, how PSBs can survive and thrive in the new interconnected world.
The Great Radio Debate 16:45 17.15	Radio is dead. Long live Audio? The second edition of our GR8 DB8 series will attempt, once and for all, to put an end to the pesky Radio/Audio argument. As per tradition, we will line up experts on both sides and let you decide the winner. <u>Warning</u> : Some ideas may be explosive.
Close 17:15 – 17:30	Wrap-up and Conference close A quick look back on the day's discussions, presentations and showcases, then a formal close.
18:00 – 19:00	Welcome Cocktail @ Shangri-la Garden