

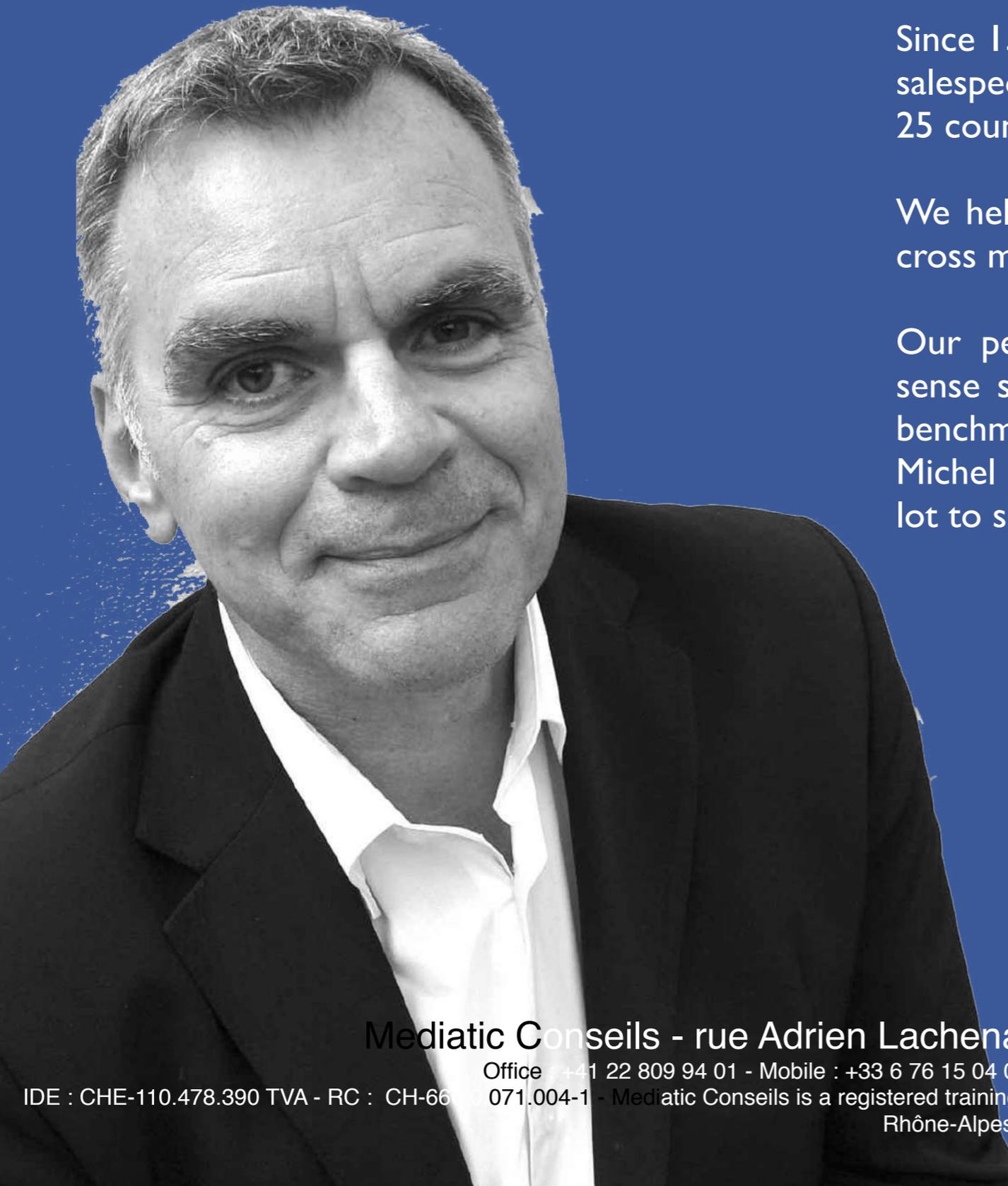
# INSPIRE

Let's enjoy selling radio advertising !



TRAINING - SPEAKING - CONSULTING

# Helping radio salespeople in 25 countries



Since 15 years, Michel Colin trained more than thousand radio salespeople, talked to advertisers, agencies, creative studios in 25 countries.

We help sell creative advertising, smart mediaplanning, digital cross media solutions.

Our pedagogy is based on a mix of science and common sense supported by many true stories from an international benchmarking.

Michel started on radio as a journalist, 40 years ago. He has a lot to share !



TRAINING - SPEAKING - CONSULTING

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IDE : CHE-110.478.390 TVA - RC : CH-661071.004-1 - Mediatic Conseils is a registered training organism referenced Data Dock & registered under n° 82 00 02758 74 (Préfet de Région Rhône-Alpes - F)

# Let's enjoy selling radio advertising !

## TRAINING MODULES FOR RADIO SALESPEOPLE :

- SELLING EFFECTIVE AUDIO ADVERTISING
- RADIO & DIGITAL ADVERTISING THAT WORKS TOGETHER
- CREATIVE & EFFECTIVE AUDIO ADS
- RADIO & SOCIAL VIDEO
- COMMUNITY RADIO : HOW TO DEVELOP MARKETING & MULTIPLE REVENUES
- PROMO STRATEGY that GENERATES AUDIENCE & REVENUES
- SUSTAINABILITY SOLUTIONS FOR REMOTE STATIONS IN POOR ENVIRONMENT

Interactive trainings sessions for 8 to 10 people.

Participants will receive an online survey before the training, to be prepared and to share their even very specific expectations.

A training support is given to all attendees at the beginning and an evaluation quiz at the end of the training.

# Selling Effective Audio Advertising

## The 2020 fundamentals

All you need to know to have fun selling audio advertising. Creativity is the key to success. An evolutive training session, always one step ahead, since 15 years.

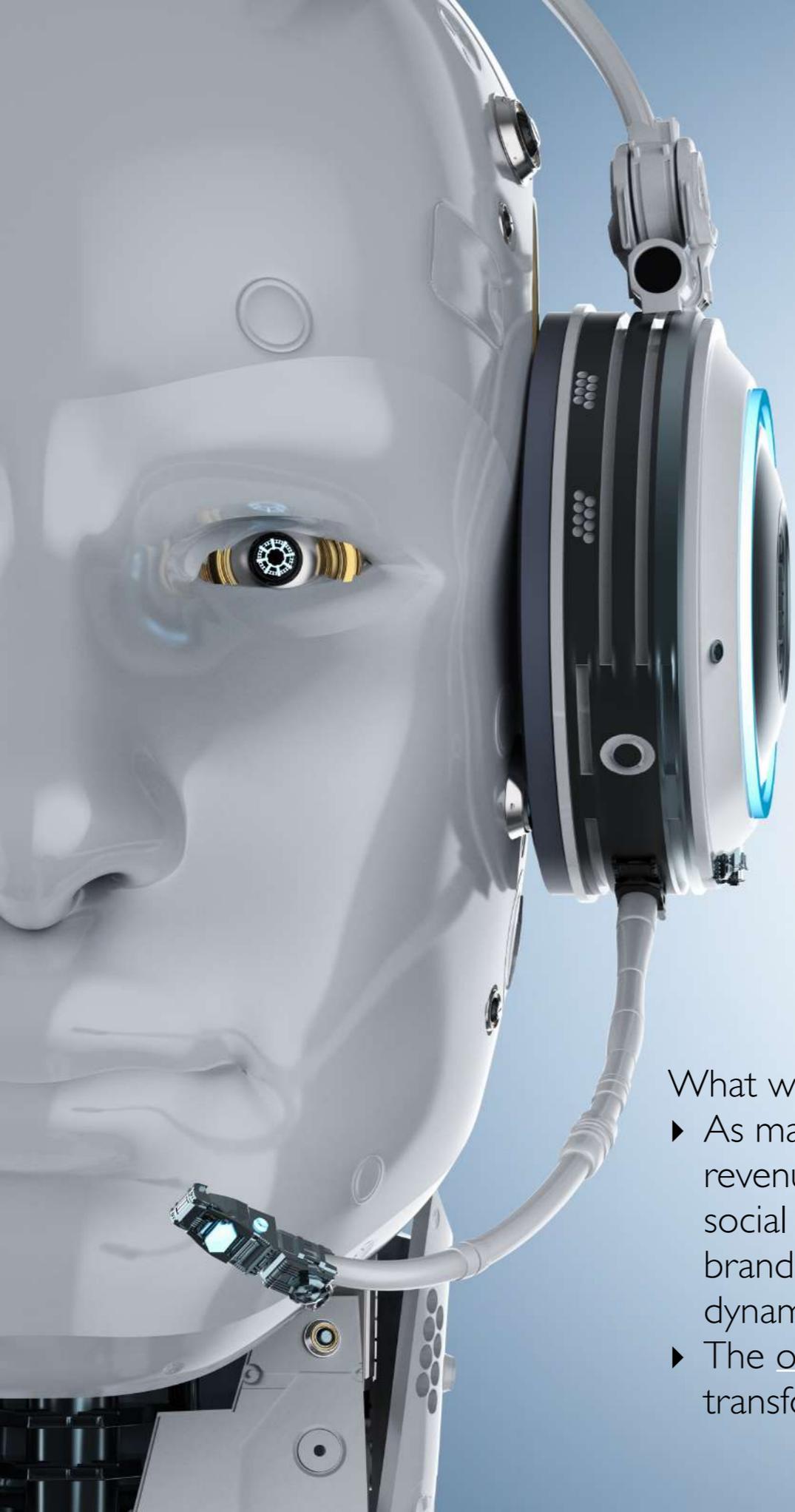
A universal method that works in 25 countries.

2 training days for beginners or experienced salespeople looking for fresh ideas.

- ▶ The fundamentals for a successful radio advertising campaign (audio strategy, creativity, smart media planning, repetition, ...).
- ▶ The best creative sales method that works everywhere.
- ▶ How to sell more annual contracts, keep customers loyalty, simplify prospection, answer all objections, win against competitors...

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# Radio & Digital Advertising

## That works well together

What works on digital with radio ? What pays ?

- ▶ As many stations around the world, consolidate your radio revenues and easily develop additional Radio + Digital sales : social management, sponsored posts and contests, videos ads, branded and corporate podcasts, push sms, databases, display, dynamic audio advertising...
- ▶ The one perfect training day to go ahead in your digital transformation and sales.



# Radio & Social Video

A one-day-training for local media looking for new sources of revenue.

- ▶ Learn how to sell, design, produce and share Facebook videos.
- ▶ Don't let this huge market to others !



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# Creative & Effective Audio Ads

A one-day training to master the fundamentals of creative radio advertising !

- ▶ Improve the quality, creativity, diversity and effectiveness of local advertising production.
- ▶ Use creativity as a commercial asset.
- ▶ Learn how to higher sell creative productions.
- ▶ Decrypt dozens of awarded radio ads productions.

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# Community Radios : how to develop marketing & multiple revenues

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Two days training focused on communication and revenues for community radios.

- ▶ Expand visibility for the radio, to increase audience and branding.
- ▶ Generate new sources of local revenue (partnership, sponsoring, production, radio, web, social advertising and out of the box resources...).
- ▶ Learn how to sell promotional operations that generate content, visibility and revenue.



# Promotional Strategy that generates Audience & Revenues

The intelligent fusion between marketing - commercial - editorial - is the secret of profitable radios.

Become the ace of the promo in just one training day !

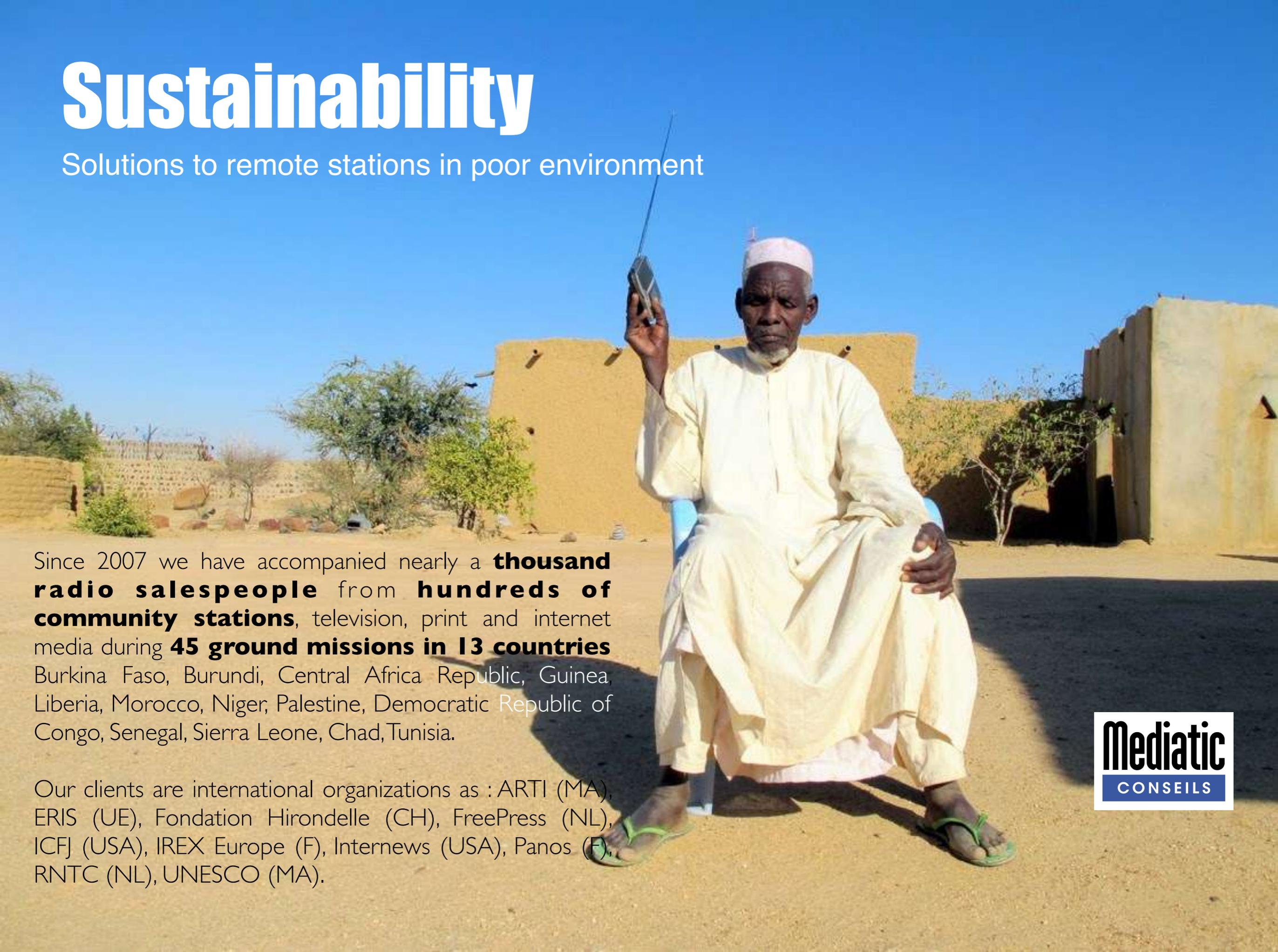
- ▶ Develop and fund an effective communication and promotion strategy.
- ▶ Decrypt many examples of successful revenue-generating promotions.

# Sustainability

Solutions to remote stations in poor environment

Since 2007 we have accompanied nearly a **thousand radio salespeople** from **hundreds of community stations**, television, print and internet media during **45 ground missions in 13 countries** Burkina Faso, Burundi, Central Africa Republic, Guinea, Liberia, Morocco, Niger, Palestine, Democratic Republic of Congo, Senegal, Sierra Leone, Chad, Tunisia.

Our clients are international organizations as : ARTI (MA), ERIS (UE), Fondation Hironnelle (CH), FreePress (NL), ICFJ (USA), IREX Europe (F), Internews (USA), Panos (F), RNTC (NL), UNESCO (MA).



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# Let's enjoy selling radio advertising !

## CONFERENCES - KEYNOTES - WORKSHOPS FOR ADVERTISERS

- 7 KEYS FOR A GREAT LOCAL MARKETING STRATEGY
- 7 KEYS FOR A GREAT RADIO CAMPAIGN
- RADIO-to-WEB-to-STORE STRATEGY
- BRANDED & CORPORATE PODCASTS - VOICE BUSINESS STRATEGY

Workshop for prospects, clients, agencies with the aim of motivating them to advertise effectively and consistently on radio all year long. Most of time, after a workshop, clients ask for appointments and buy radio campaigns.

Number of attendees depending on the size of the radio sales team.  
The perfect size is an audience of 20-30 advertisers to be more interactive & specific.  
It's possible to organize several workshops in the same day to reach more people at different part of the day.



# 7 KEYS TO IMPROVE YOUR LOCAL COMMUNICATION STRATEGY

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Conference-keynote-workshop for advertisers and agencies.

Local advertisers need help to organize their cross media marketing strategy.

This workshop will give them keys to save money from bad advertising, investing an effective cross-media communication with radio playing the central role.



# 7 KEYS FOR A SUCCESSFULL RADIO CAMPAIGN

Share the fundamentals of effective radio advertising in a pedagogical workshop with your prospects, advertisers or agencies.

Radio non advertisers and clients will discover how to effectively exploit all the assets of radio.

Many examples of radio spots and innovative cross-media strategies aim to seduce advertisers, to stimulate them to communicate year-round on your radio.



# 7 KEYS TO A SUCCESSFULL RADIO-TO-WEB-TO-STORE STRATEGY

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This workshop shows the effectiveness of radio to boost websites visits & requests, social networks and point-of-sales trafic. The presentation is supported by several examples and international studies.

# Economic models of podcasts

Podcasts have a high potential to generate revenues. Replay or native, podcasts respond to listeners's uses and advertisers's expectations. Branded content and corporate podcasts are the new revenues gold mine for radios.

Discover many sources of podcasts producers's revenues during this conference held for the Atelier Araro 2018 at l'Université de Neuchâtel (Switzerland).



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RADIO + DIGITAL

# Succeed your digital transformation

Mediatic Conseils has been supporting various media in their digital transformation. Take advantage of this experience to avoid duplicating costly mistakes. Invest wisely, build on proven models and technologies. Develop quickly the content that meets the new uses. Train managers before teams, and sell relevant digital solutions to your advertisers... before others do.

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# Strategic Consulting

Digital transformation, marketing & sales development



Take advantages from our international experience, research and studies, about strategic development.

Our advice will allow you to innovate, optimize your R&D, save time on your competitors, develop new ideas, create your next profit centers and especially avoid costly mistakes.

Like our clients in Geneva, Paris, Casablanca, Niamey, or from Indian Ocean... start by telling us about your projects, your needs.

We will provide you the best solutions adapted to your problem and your budget.

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