

RadioAsia 2011


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RadioAsia2011 Conference addresses on-going developments in radio broadcasting content and services while highlighting the near future opportunities and challenges. RA2011 will focus on the how these advances will become instrumental in shaping radio as a global medium of choice for mass audiences, as also for niche audiences.

The transformation that radio broadcasting has undergone has indeed paved the way forward, enabling audiences to access radio through multiple delivery platforms and interact with broadcasters.

This convergence of new media has resulted in latest technologies, such as I-phones, iPods, and mp3 players that have changed the dynamics of traditional radio and transformed its markets, programming and audiences.

These developments have forced the hand of broadcasters to re-invent the services and the programming that they provide. The revamped radio has the potential to be accessible by audiences worldwide and is not restricted to geographical proximity.

With this changed scenario, it is essential to explore and discuss all related issues such as interaction between listeners and broadcasters, new genres of content and services required, changes in content programming that address global audiences, policy changes affecting the industry, changing trends in advertising, management concerns and the impact of these changes in the society.

Conference Structure

The event comprises four workshops, each spanning 90 minutes, addressing current subjects of a practical nature.

Commencing with a special opening session, the conference will have ten sessions covering two and a half days.

Conference Issues

Building on the new multi-platform radio for global audiences, the conference will explore related issues in programming, marketing, regulatory policies, and audience strategies, bringing together different ideas and experiences on

- . future role of radio as a global medium;
- . paradigm shift in content programming, keeping in view interactivity as well,
- . the need for a healthy mix of public and commercial radio for serving the needs of the traditional and new audiences and laying the foundation of a
- . sustainable and viable future for radio globally
- . the impact of technical advancements on content and services in the age of convergence

The sessions will address many themes including changing trends in radio programming to address the changing needs of listeners globally, the need for better quality services for reaching out to audiences across borders, audience research and how it leads to better radio, need for training content creators in creating digital radio content, challenges that radio has to overcome, enhancing listenership among younger audiences and their role in the future of radio, growth of digital and interactive radio in India, top radio programming and what networks do to get to the top, convergence of media, demands on radio to be technically progressive, radio tweeting in our palms, iTunes, iPods, iPad - the challenges and opportunities of i-programming for radio, public service broadcasting – broadcast socially relevant messages to reach the relevant audiences and addressing satellite radio and its programming.

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Conference Fee

RadioAsia2011 Conference 21–23 February 2011	Early Bird Rate (Register & pay by 28 January 2011)	Regular Rate (Register & pay after 29 January 2011)
Local Indian Delegates	USD 170.00	
ABU/AMIC Members	USD 270.00	
Conference Delegates	USD 270.00	USD 370.00

Fees entitle you access to the workshops, the 2½ -day conference, conference papers, refreshments and lunch.
Note: Attendance will only be allowed upon full receipt of payment prior to the conference.
 For registration queries, please contact Elle Ng at en@sesallworld.com

How to register for the Conference?

For Payment via Telegraphic Transfer:
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Step 1: Download the Conference Registration Form

[>> Conference Registration Form](#)

Step 2: Complete the Conference Registration Form (for multiple registrations, please replicate the form).
 Payment must be paid via telegraphic transfer. Submit it via:

1. Fax to +65 6272 2962
2. Mail to
SINGAPORE EXHIBITION SERVICES PTE LTD
 No. 1 Jalan Kilang Timor, #09-02 Pacific Tech Centre, Singapore 159303
 Attention: RadioAsia2011 Secretariat

A confirmation notice will be sent by email to all registrants only after full payment has been received.
 If you do not receive any confirmation a week after payment is made prior to the event, please contact Ms Elle Ng at en@sesallworld.com

For Onsite Registrations (cash only):

Onsite Registration opens from **21 February 2011** at The Lalit, Barakhamba Avenue, New Delhi and is subject to space availability.

CLOSING DATE FOR PRE-REGISTRATION

16 February 2011 After this date, please register personally onsite at The Lalit, Barakhamba Avenue, New Delhi from 21 February 2011. Onsite registration is subject to space availability.

CANCELLATIONS / TRANSFERS

Substitutions or registration fee refunds should be made before **1 February 2011**. Refunds will be subjected to an administrative charge to be borne by the registrant. Bank charges that occur will also have to be borne by the registrant. No refunds will be provided for cancellation or no show after this date.

IMPORTANT NOTE

- Attendance will only be allowed upon full receipt of payment. Please indicate clearly on your telegraphic transfer which conference your payment are for.
- The organiser reserves the right to refuse entry to any delegate as it deems fit.
- In the event of a full house, the organiser will contact delegates to arrange a refund of any registration fees that may have been paid.
- Should there be a need to cancel the event, the organiser will refund delegates for registration fees paid, and will not be held responsible for any travel and/or accommodation costs incurred.



RADIOASIA2011 Conference 21-23 February, 2011, New Delhi

Conference Theme and Panel Sessions

Radio on-Air Everywhere– Adopting Multi-platform Strategies

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- the impact of technical advancements on content and services in the age of convergence,

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