



PREPARING FOR THE UNCONFERENCE

09:00 WELCOME

We are planning something unusual, unexpected, and unconventional...

We believe now is the ideal time to try something new, and we are excited to announce a fresh format for 2022 New Radio Day: *unconference*. New Radio Day is an event that puts the emphasis on meaningful conversations and real connections.

To make the event a success, we need your ideas and energy!

You should plan to be with us from approx. 9am until late afternoon on Wednesday.

BUILDING THE AGENDA

The agenda will be created at the start of the event. Everybody present will have the opportunity to put sessions on the agenda. And where it makes sense, you can choose to merge your topic with that proposed by another participant. We will have multiple rooms of different sizes available for sessions to take place in parallel.

ADVANCE PREPARATION

Once registered, we encourage you to think about the sessions and topics that you would like to see at the event. The main focus will be live & linear radio, distribution with respect to automotive trends, and younger generations and radio.

Think about the main topics – what is the biggest challenge or question for your company right now? Would you like to initiate a conversation around this topic, maybe even with a short presentation to set the scene?

Do you have a prototype or project that you want to show during the event? Have you been struggling with a particular area and could you source ideas and inspiration from your peers by asking the right questions?

This event will be in person only and with the emphasis being put on the best value for you who join us.

If you would like to propose a topic and do not know how to prepare best in order to do so, let us know. We are happy to answer any questions and provide you further information on how to get the most out of the 2022 New Radio Day. And you will find on the next page some ideas to inspire you!

16:45 CLOSING REMARKS

**HOT TOPICS**

What is the biggest challenge or question for your company right now?

Would you like to initiate a conversation around this topic, maybe even with a few short presentations to set the scene?

**NEW PROJECTS**

Does your company have a new project or innovative audio content that brings something new to radio broadcast? Could you share the implementation approach you've taken? Are there any opportunities for others?

**SOLVE A PROBLEM**

Have you been struggling with a particular challenge related to radio broadcasting or innovation project? Could you source ideas and inspiration from peers by asking the right questions in a session?

**FIND COLLABORATORS**

Do you have a project idea you're trying to get off the ground but that needs partners? Would you like to discuss your ideas with like-minded professionals and set up a new collaboration?

**BE SPONTANEOUS**

An idea or burning question may strike you during the opening plenary session... just put your hand up and tell us about it. Spontaneous ideas and on-the-spot inspiration are most welcome!