

SUCCEED

enthusiasm - expertise - creativity - efficiency



Mediatic

CONSEILS

TRAINING - SPEAKING
RADIO & DIGITAL

Mediatic Conseils, since 17 years, the training organization for radio advertising professionals



In 17 years, we have trained more than a thousand media salespeople and advertising agencies, as well as advertisers, producers and agencies, in 25 countries and T.O.M..

Advertising creativity, media planning, marketing and sales strategy, cross-media, digital development, our fields of expertise are the result of constant research and daily field experience.

Our pedagogical method is based on passion for the profession, interactivity, empathy, inspiration, sharing of experiences, with an immediately profitable practical application.

Face-to-face or distance training, coaching, conferences or consulting, everything starts with a contact and a personalized solution.

Michel Colin

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Mediatic Conseils is a registered training organisation referenced Data Dock - Déclaration d'activité n° 847 403 846 74 (Préfet de Région Rhône-Alpes - F)

TRAININGS - CONFERENCES - WEBINARS RADIO & DIGITAL

TRAININGS:

- SELL BETTER AND MORE RADIO ADVERTISING
- RADIO & DIGITAL MARKETING
- BRIEFING, WEEKLY SALES SUPPORT
- DESIGN AN EFFECTIVE RADIO SPOT
- DEVELOP COMMUNICATION & REVENUE FOR COMMUNITY RADIO STATIONS

CONFERENCES - WEBINARS :

- 7 KEYS TO A SUCCESSFUL LOCAL COMMUNICATION STRATEGY
- 7 KEYS TO THE SUCCESS OF A RADIO CAMPAIGN
- 7 KEYS TO A SUCCESSFUL RADIO-TO-WEB-TO-STORE STRATEGY
- ECONOMIC MODELS OF PODCASTS
- HUMANITARIAN COMMUNICATION ON COMMUNITY RADIOS
- THE SUSTAINABILITY OF AFRICAN MEDIA



With my new telepresence robot, remotely controlled, I can evolve in a living room, interact with visitors or animate a training session in your meeting room.



Selling Effective Audio Advertising

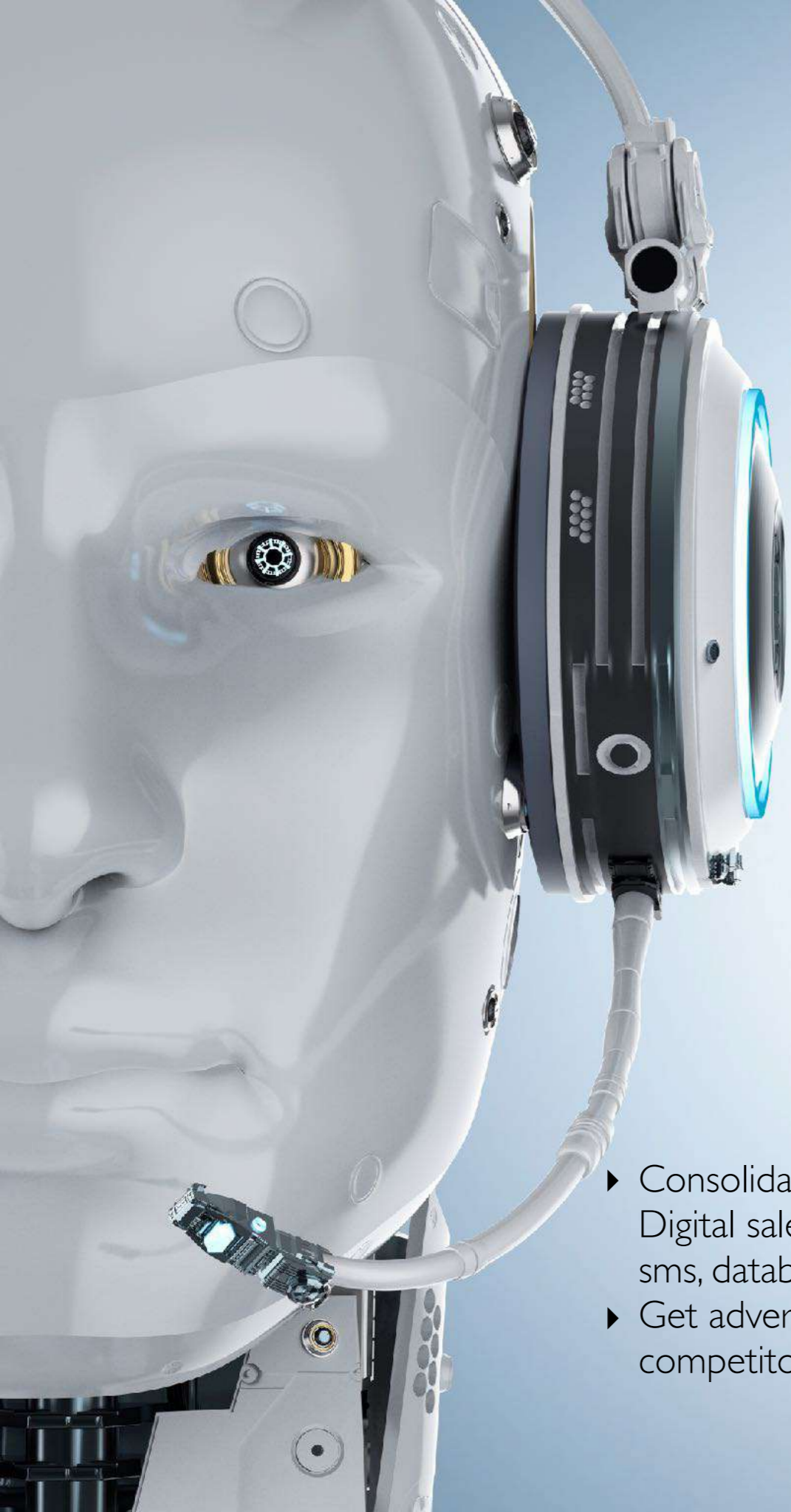


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TRAINING
FACETO FACE
or
DISTANCE

The reference training for 17 years, a must for beginners or experienced salespeople looking for new ideas.

- ▶ Master the fundamentals of radio marketing
- ▶ Succeed in effective radio campaigns (creation, planning...)
- ▶ Sell more annual contracts, build loyalty, canvassing, answering objections...



Radio & Digital Advertising

- ▶ Consolidate your radio sales and easily develop additional Radio + Digital sales: Facebook publications and contests, social videos, push sms, databases, displays, online audio, brand podcasts...
- ▶ Get advertisers interested in social networks before other competitors do it for you!

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Creative & Effective Audio Ads



Master the fundamentals of radio ad design. An ultra-creative training day!

- ▶ 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. aux

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7 KEYS TO IMPROVE YOUR LOCAL COMMUNICATION STRATEGY

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WEBINARS

Conference-keynote-workshop for advertisers and agencies.
Local advertisers needs 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.

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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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Humanitarian communication on community radio stations

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In Africa, development professionals do not always master communication techniques, sometimes confusing information and advertising. This training allows them to learn how to use the assets of community radio for effective awareness, prevention and communication campaigns. In respect of ethics and journalistic deontology.

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 14 countries** Burkina Faso, Burundi, Central Africa Republic, Guinea, Liberia, Morocco, Niger, Palestine, Democratic Republic of Congo, Senegal, Sierra Leone, Chad, Tunisia, Madagascar.

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).



CONFERENCE
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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.

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.



CONSULTING
FACE TO FACE
& DISTANCE

The reference manual for radio commercials

A collection of relevant questions that will transform your vision of selling advertising space, making the commercial act creative, expert and above all exciting! Put away your arguments! The sales process is now treated from A to Z exclusively based on questions, relevant and insightful.

Paper format 140 pages :

16,00 € (Shipping cost from +3.00 €)

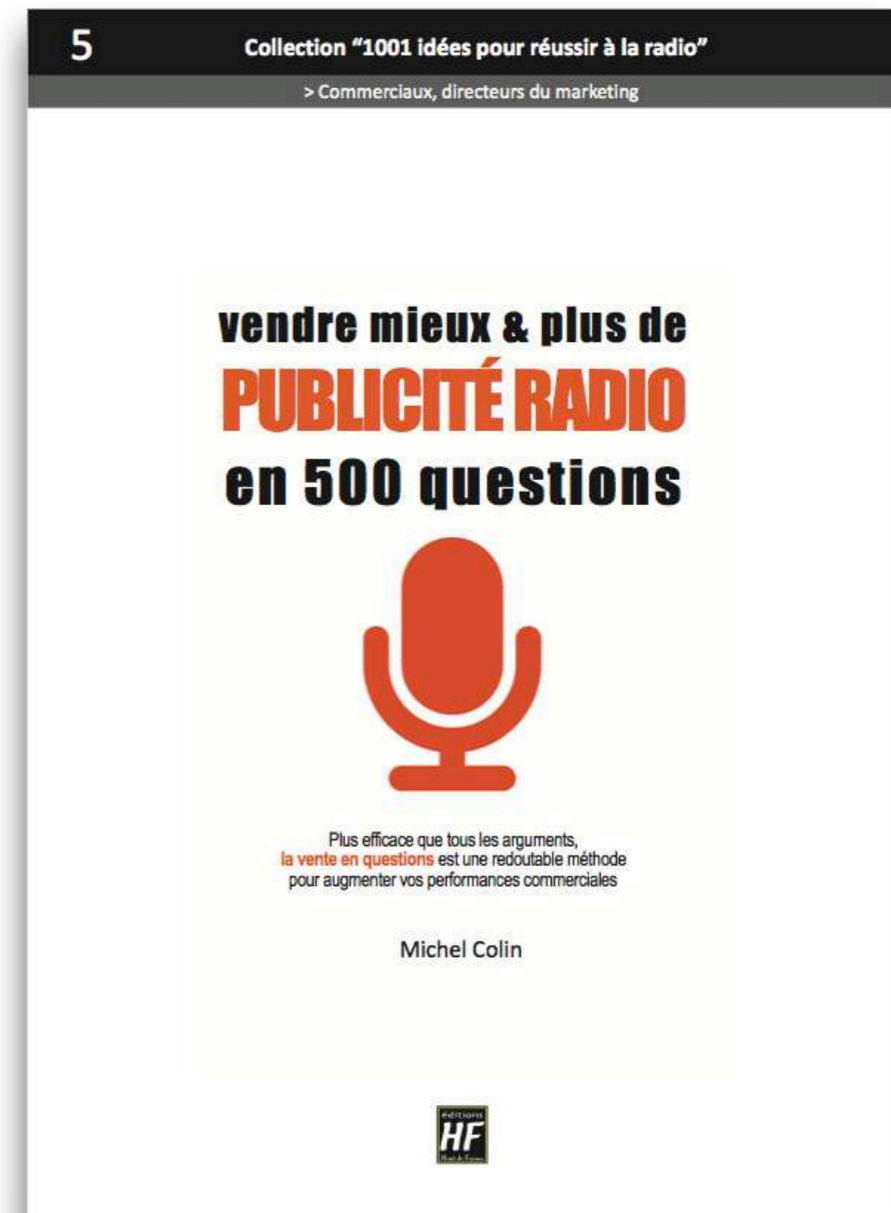
HF Editions - La Lettre Pro



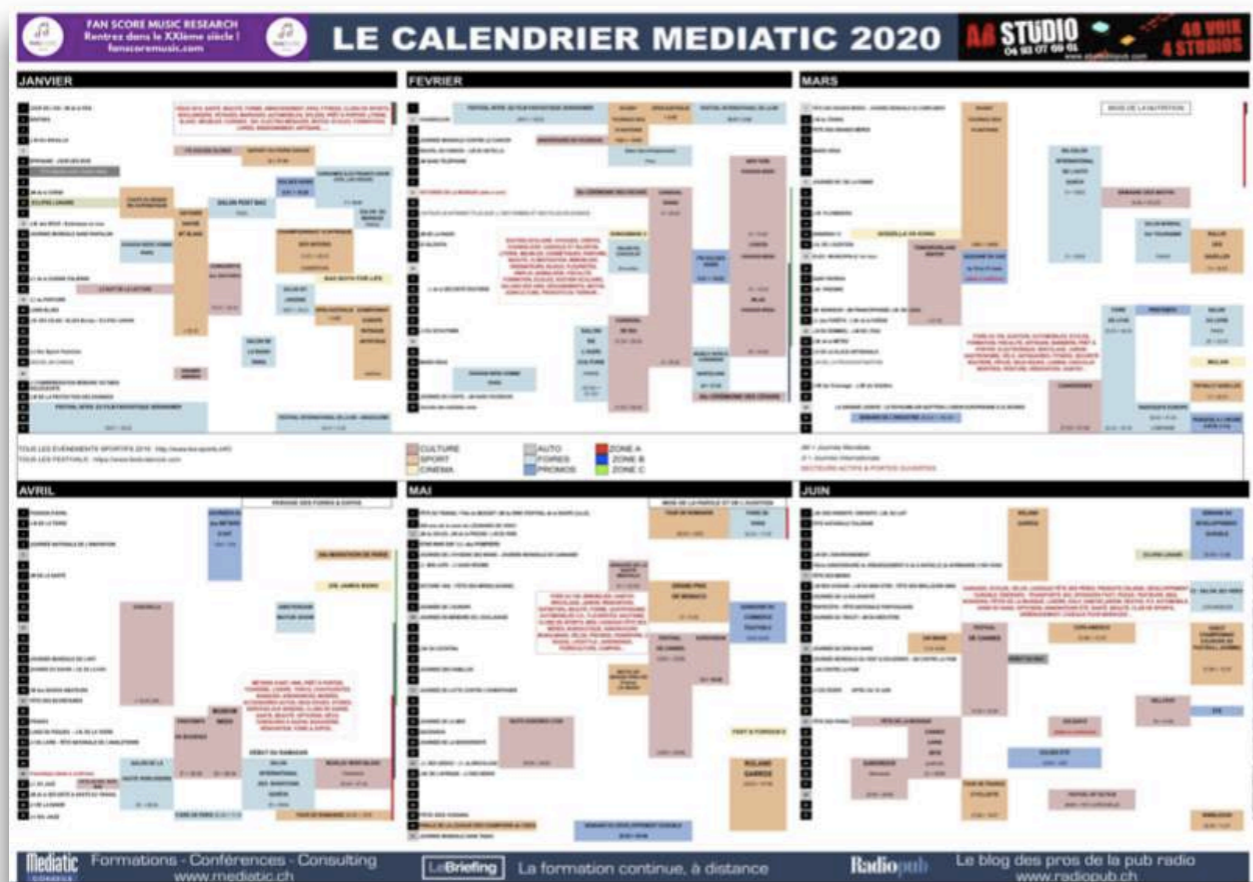
Digital format :

12,00 €

Order and download
in 2 clicks on the Radiopub store



The marketing agenda of organized sales representatives



Editorial, commercial and promotional calendar useful for on-air, commercial and digital cohesion.

A marketing planning tool for commercial prospecting, OPS editing and social management. With anticipation, each event can become a pretext for prospecting in the most varied sectors of activity.

**Download
for free:**



News for Radio Advertising Professionals

Born in March 2007, the blog **Radiopub.ch** contains more than 2'000 articles about radio advertising and a collection of more than 2'000 spots in 200 different categories. This exceptional database is made available to trainees participating in Mediatic Conseils training courses.

Follow the news of the radio advertising professionals :

- ▶ Radiopub newsletter : 3'800 followers
- ▶ Facebook Radiopub : 2'560 followers
- ▶ LinkedIn Radiopub : 2'600 followers
- ▶ Twitter Radiopub : 1'200 followers

Find Michel Colin's article in each issue of **La Lettre Pro de La Radio**.

The screenshot shows the Radiopub website interface. At the top, there's a navigation menu with 'Actualités', 'Archives', 'Formations', '2000+ exemples de spots radio', and 'Contact'. Below the navigation is a large banner with the 'Radiopub' logo and a newsletter sign-up form titled 'Abonnez-vous' with an 'ENVOI' button. The main content area features a search bar and a featured article titled 'CORONAVIRUS RADIO IDEAS AWARDS' with a 'VOTE NOW' button. To the right, there are several promotional banners for 'Mediatic CONSEILS', 'A8 STUDIO', 'FAN SCORE MUSIC RESEARCH', 'LeBriefing', and 'TÉLÉCHARGER LE CALENDRIER MARKETING 2020'. At the bottom, there are three more banners: '2020 Local Advertiser Survey', 'ÉVÉNEMENTS SPORTIFS 2020', and 'PODCAST DAY ONLINE'.

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