

6 October 2009

Commercial radio industry runs second series of free digital radio workshops

Commercial Radio Australia (CRA) has announced the second and expanded series of free digital radio creative workshops in Sydney, Brisbane and Melbourne, aiming to provide hands on experience to clients and advertising agencies on the opportunities available on the recently launched digital radio platform.

Developed by Commercial Radio Australia and implemented by creative director of Eardrum Australia, Ralph van Dijk, architect of the radio industry's "Radio Advertising Economically Sound" brand campaign, the second series of workshops are supported and accredited by the Advertising Federation of Australia (AFA).

Chief executive officer, Commercial Radio Australia, Joan Warner said demand for the first series of free digital workshops exceeded our expectations and feedback from the advertising industry was very positive.

"Following the successful switch on of DAB+ in Sydney, Melbourne, Brisbane, Perth and Adelaide the advertising industry has had an opportunity to hear the new DAB+ programming and see DAB+ slide show and scrolling text in action. These workshops are designed to explore new opportunities for advertisers," said Ms Warner.

The workshops will feature examples of digital commercial content, demonstrate how to bring radio ads to life using images and include a brainstorm session to share insight into radio solutions.

AFA Executive Director, Mark Champion said, "We aim to help our members elevate their professional development and we see the digital radio creative workshops as an excellent avenue to learn about the integration of the new digital radio technology into the advertising industry. Agency members participating in the AFA Accreditation program will accrue four CPD hours for attendance at the workshop."

The half day work shops, open to advertising agencies and radio advertising clients, will be held in Sydney on 15 October, 11 November in Brisbane and 18 November in Melbourne. Limited spaces are available per workshop. For further information email digitalevents@commercialradio.com.au.

Media contact: Melissa Fleming 0417 499 529.

For further information on digital radio visit: www.digitalradioplus.com.au