



Better Radio Advertising

Location: 95 St Clair Avenue West, Suite 1103, Toronto
Session: 8:30am to 12:30pm

A hands-on course in buying and planning radio advertising

Instructor:

Peter Heron
Vice President, Business Development – National
The Radio Marketing Bureau

About the course:

This hands-on seminar developed and presented by the Radio Marketing Bureau, will focus on how to analyze, plan, and buy radio advertising. Seminar modules include radio programming, radio measurement, and media planning – all providing practical and relevant insight in how to make radio work harder, more efficiently, and more effectively. Myths about radio and radio's role in a changing media landscape will be addressed, as will questions about radio planning.

About the presenter: Peter Heron

Peter has an extensive background as a media strategist and relies on his diverse agency experience and flair for creativity to produce innovative business and media solutions. In his role as Vice President, Peter heads up the RMB National Development team. His mandate is to increase radio's visibility amongst national advertisers and their agencies via direct contact, presentations and consultations.

[Click here](#) to download the course registration form.

For further information, please contact:

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