

# PRESS RELEASE

27 April 2016



## **Radiocentre announced as Association Partner for Media360 and take advantage of early bird offer worth £150**

Radiocentre is proud to be an Association Partner for this year's Media360 event in Brighton on 26 and 27 May.

Media360 is the annual industry-led gathering of media professionals, dedicated to developing and reshaping the communications arena. It is run by Haymarket, owner of *Campaign* and *Media Week*. The event seeks to tackle the biggest challenges and opportunities facing the media. Delegates can expect thought provoking talks and seminars on a plethora of topics including: building brand fame, today's hyper connected, multi-screen world, creativity in the digital age, transforming customer experience and the changing meaning of integration.

Media360 attracts hundreds of decision-makers from such stellar companies as John Lewis, Unilever, Nestlé, EY, Red Bull and Merlin Entertainments.

Gideon Spanier, Head of Media at *Campaign* and *Media Week*, says: "Media360 is the most exciting and important annual gathering of brands, agencies and media owners in the UK commercial media industry. We are pleased to have Radiocentre on board as a partner this year and for radio to be represented on stage."

Lucy Barrett, Client Director at Radiocentre says: "Media360 is such a unique event - two days in the year when clients, media owners and agencies take the time to gather for inspiration, debate and networking. I am also delighted that Ollie Deane, Commercial Digital at Global, has agreed to represent audio at the Media360 Challenge. He will be hard to beat."

Take advantage of the early bird offer worth £150 when you register using code EB16MAY. Offer open until Sunday. Book your place today at [www.media-360.co.uk](http://www.media-360.co.uk)

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