



ส่วนมาก

บันทึกข้อความ

ส่วนราชการ..... สำนักการประชาสัมพันธ์ต่างประเทศ สงต. โทร. ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐-๑๑
ที่..... นร.๐๒๐๙.๐๓/ ๐๓๕ วันที่ ๓๑ มกราคม ๒๕๕๕
เรื่อง..... การประชุม RadioAsia ประจำปี ค.ศ.๒๐๑๒

เรียน ผอ.สวท. และ ผอ.สปช. ๑ - ๘

ด้วย ABU จะจัดการประชุม RadioAsia 2012 Conference ระหว่างวันที่ ๗ - ๙ พฤษภาคม ๒๕๕๕ ณ โรงแรม Crowne Plaza กรุงเทพมหานคร ประเทศไทย โดยมี theme ของการประชุม คือ "Connect Me to the World" การประชุมนี้เป็นเวทีสำหรับผู้ปฏิบัติงานด้านวิทยุกระจายเสียง ผู้เชี่ยวชาญด้านการสื่อสาร ผู้กำหนดนโยบาย และนักวิชาการทั้งในและนอกภูมิภาคเอเชีย-แปซิฟิก ได้แลกเปลี่ยนประสบการณ์และความคิดเห็นเกี่ยวกับวิทยุกระจายเสียงในปัจจุบันและแนวโน้มในอนาคต โดยช่วงครึ่งวันแรกจะเป็นการประชุมเชิงปฏิบัติการใน 4 หัวข้อ จากนั้นอีกสองวันครึ่งจะมีการนำเสนอรายงานโดยนักวิทยุกระจายเสียงชั้นนำ (กำหนดเวลาและหัวข้อของการประชุมแต่ละวาระปรากฏตามเอกสารแนบ)

สพต. ได้ตั้งงบประมาณสำหรับผู้แทน กปส. เข้าร่วมการประชุมนี้จำนวน ๒ คน ซึ่งครอบคลุมค่าลงทะเบียนเข้าร่วมประชุม (อัตราสำหรับสมาชิก ABU) คนละ ๒๗๐ เหรียญสหรัฐด้วย ผู้เข้าประชุมจะต้องดำเนินการเรื่องการลงทะเบียน การชำระค่าลงทะเบียน และการจองที่พักตามกำหนดเวลาที่ ABU แจ้งไว้สำหรับรายละเอียดเกี่ยวกับการประชุมและที่พักสามารถดูได้จากเว็บไซต์ www.radioasia.org.

ในการนี้ สพต. ขอให้ สวท. สพท. และ สปช. ๑ - ๘ พิจารณาส่งชื่อผู้แทนที่มีความรู้ภาษาอังกฤษในเกณฑ์ดี ดำรงตำแหน่งระดับชำนาญการขึ้นไป เข้าร่วมการประชุม สำหรับ สปช. ขอให้เป็นผู้แทนจาก สวท. ในกำกับดูแล โดยขอให้เสนอชื่อ ประวัติการศึกษา การทำงาน ประสบการณ์การประชุมและการฝึกอบรม (กรณีสังกัดภูมิภาคขอให้แจ้งค่าใช้จ่ายในการเดินทางระหว่างภูมิภาค - กทม. ด้วย) ไปยัง สพต. ภายในวันที่ ๑๕ กุมภาพันธ์ ๒๕๕๕ เพื่อนำเสนอ อปส. พิจารณานุมัติต่อไป ทั้งนี้ หลังจากเข้าร่วมการประชุมแล้ว ผู้แทน กปส. จะต้องจัดทำรายงานสรุปเนื้อหาการประชุม พร้อมข้อเสนอแนะ เพื่อนำเสนอผู้บริหารทราบและเผยแพร่ใน กปส. ด้วย หากไม่ส่งรายงาน หน่วยงานนั้นอาจถูกพิจารณาตัดสิทธิ์ในการส่งผู้แทนเข้าร่วมกิจกรรมในครั้งต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางวรรณ วุฒิอาภรณ์)

ผอ.สปต.

REGISTRATION

Fees entitle you access to the workshops, the 2½ -day conference, conference papers, refreshments and lunch.

Fax Completed Forms to +65 6272 2962

For registration enquiries, please contact Cheryl Choy at cheryl@sesallworld.com

RadioAsia2011 Conference 7 – 9 May 2012	Early Bird Rate (register & pay by 15 April 2012)	Regular Rate (Register & pay after 16 April 2012)
Students	[] USD 75.00	
Local Indonesian Delegates	[] USD 100.00	
ABU / AMIC Members	[] USD 270.00	
Conference Delegates	[] USD 270.00	[] USD 370.00

Please pay via telegraphic transfer made to "Singapore Exhibition Services Pte Ltd"

Note: Attendance will only be allowed upon full receipt of payment prior to the conference.

Complete the Registration Form (for multiple registrations, please duplicate the form) and submit it via:

- Fax to: + 65 6272 2962
- Singapore Exhibition Services Pte Ltd**
No. 1 Jalan Kilang Timor, #09-02 Pacific Tech Centre,
Singapore 159303
Attention: RadioAsia2012 – Registration Desk

REGISTRATION FORM

Prof/Dr/Mr/Ms: _____

Job Title: _____

Company: _____

Address: _____

Country: _____ Postal: _____

Main Business Activity: _____

Website: _____

Tel: _____ Fax: _____

Email: _____

(Please ensure the correct email address is entered to receive confirmation)

* The information you provide may be made available to third parties whose products and services may interest you. If you **DO NOT** wish to be included in such marketing activities, please tick here. []

PAYMENT

[] I am paying by **telegraphic transfer** made to
Singapore Exhibition Services Pte Ltd
(payment advice attached)

Our Banker: Standard Chartered Bank
Battery Road Branch, 6 Battery Road, #01-01
Singapore 049909
Account Number: 01-060-2565-1
Swift Add: SCBSLGSXXX

*Note:

- Any bank charges and/or expenses incurred as a result of bounced cheques shall be borne by the delegate. Please include US\$20 to the transfer to cover all bank charges.
- All bank telegraphic transfers must reach SES by **20 April 2012** for your seat to be confirmed.

CLOSING DATE FOR PRE-REGISTRATION

2 May 2012. After this date, please register personally onsite at Crowne Plaza Jakarta, Indonesia from 7 May 2012. Onsite registration is subject to space availability.

CANCELLATIONS/TRANSFERS

Substitutions or registration fee refunds should be made before **20 April 2012**. Refunds will be subjected to an administrative charge to be borne by the registrant. Bank charges that occur will also have to be borne by the registrant. No refunds will be provided for cancellation or no show after this date.

IMPORTANT NOTE

- * Attendance will only be allowed upon full receipt of payment. Please indicate clearly on your telegraphic transfer which conference your payment are for.
- * The organiser reserves the right to refuse entry to any delegate as it deems fit.
- * In the event of a full house, the organiser will contact delegates to arrange a refund of any registration fees that may have been paid.
- * Should there be a need to cancel the event, the organiser will refund delegates for registration fees paid, and will not be held responsible for any travel and/or accommodation costs incurred.

RADIOASIA2012 IN JAKARTA

RadioAsia 2012 Conference, will be held in Jakarta from 7-9 May 2012. The Conference will address current pressing issues facing the resurgent radio broadcasting industry in Indonesia and in the region. This conference is designed to bring value to all radio broadcasters and to others who are part of this industry there.

The RadioAsia Conference brings together leading radio media practitioners, communication specialists, policy makers, and academics from across the Asia-Pacific and beyond. Eminent speakers, specializing in various aspects of radio and communications, will share their perspectives.

RadioAsia is the only international radio programming event of its kind in the region. Over the years, this annual gathering of industry players has attracted a great deal of attention from radio broadcasters and other players in the radio industry across the world.

[>> Download RadioAsia2012 draft schedule](#)

[>> Download RadioAsia2012 sponsorship package](#)

Conference Organisers



RadioAsia 2012

RADIOASIA 2012 CONFERENCE

Jakarta, 7 – 9 May 2012

Connect Me to the World

The RadioAsia Conference brings together leading radio media practitioners, communication specialists, policy makers, and academics from across the Asia-Pacific and beyond. Eminent speakers, specializing in various aspects of radio and communications, use this platform to share their perspectives. The event comprises a half-day of workshops followed by a two and a half day conference where leading radio personalities deliver papers and presentations.

RadioAsia is the only international radio programming event of its kind in the region. Over the years, this annual gathering of industry players has attracted a great deal of attention from radio broadcasters and other players in the radio industry across the world.

RadioAsia 2012 Conference will be held in Jakarta from 7 – 9 May 2012. The conference will address current pressing issues facing the resurgent radio broadcasting industry in Indonesia and in the rest of the region. This conference is designed to bring value to all radio broadcasters and to others who are part of this industry.

RADIO WORKSHOPS

Day 1: 7 May 2012 (Monday)

Workshops on specific subjects of topical interest

Workshop 1 9-10:30 am	Radio Content and the Dynamic Role of DJs
Workshop 2 9-10.30 am	Social Media and Radio
Workshop 3 11am -12.30 pm	Radio Journalism
Workshop 4 11am -12:30 pm	Health Check through Audience Research

RADIOASIA 2012 CONFERENCE CONFERENCE PROGRAMME

Connect Me to the World

Radio is everywhere. In cars, stores, the workplace, online- no matter where you turn you hear content that is being broadcast on FM waves. Why does this technology exist anymore? With mp3 players and the Internet, people can hear whatever they want, can't they? Actually they can't. Radio offers so much more than just music. Radio connects people.

Radio is special because it fills a basic human need. Knowing that there is a DJ on the other end of the spectrum, sending you signals- there's something very comforting about it and radio offers you variety. Even someone stranded on a desert island would feel more connected if they could hear a broadcast.

Radio and online are both perceived as providing connection with people's social communities but on different levels. Online operates more within people's immediate social network, allowing them to stay in touch with friends and highly defined communities of interest (My World). Radio connects people with their wider network e.g. their local community or broader community of interest (My Wider World).

Young people have a lot to think about, but not enough outlets to speak about their challenges, to voice their concerns, or to share their triumphs and strategies for success. They need the opportunity to tell their own stories and to learn from the stories of others.

Radio production and broadcasts provide such a space. Radio connects young people to each other. It has the power to inform, educate, entertain, and to inspire a generation of future leaders.

It is easy to forget that often low-tech methods of communication can have a much greater reach and impact than the high-tech communications methods of the digital era. Less affluent or remotely located men and women or those in island countries simply do not have access to all the technologies that allow them access to global information, something that city dwellers take for granted.

Community radio is an excellent case in point. It can be accessible to far more people, the technology needed is far more cost-effective and widely available to the community than a 3G phone or a laptop connected to broadband. Radio can be a direct link for men and women to share information with others in their own communities. It can also help them build bridges to connect with those in other communities.

At the same time, there is a change happening to our radio. Digital radio provides many possibilities for new content applications together with a host of data based services and even graphics and still pictures – visual radio. And content is still the key driver for the success of digital broadcasting. This is applicable particularly to digital radio. Content for digital radio can be quite different from the type of content that is broadcast on analogue radio.

Radio is getting more connected to the rest of the world. That FM radio in the mobile phone could connect to the internet to discover more about what it's listening to. In short, there are a lot of radio sets hidden within connected devices.

Day 1: 7 May 2012 (Monday)	
2:00 pm	<p>Opening Ceremony</p> <p>Welcome Remarks Keynote Address</p> <p>Address by Principal Sponsor</p> <p>ABU Radio Song Festival</p>
2.45-3.15 pm	Refreshment Break
Session 1 3:15-4.45 pm	<p>Radio Scene in Indonesia: How Public and Commercial Networks Compete in Serving Large Audiences</p> <p>Indonesia has a huge radio audience who have access to both public service and commercial radio broadcasts. As a matter of fact, the public service broadcaster has set up a most sophisticated and extensive radio network to coverage the whole population, a huge task given the geography of the country. Commercial broadcasters are addressing more affluent population groups. Business promotion is a crucial task for commercial radio, something that brings in revenue. Even the Community Radio has a vital role to play in Indonesia. This session will help understand how the radio industry is progressing in Indonesia and how to maximise value for audiences through new genres of services, including through digital radio.</p>
Session 2 4.5-5.30 pm	<p>How Technology Enhances Radio Services</p> <p>While content is the king, technology continues to enhance radio content creation capacities and delivery of programmes. It provides new in creating content capabilities, enabling new genres of offerings to be provided to audiences on the platform of their choice and at the time of their choice. This session will receive updates on what new tools and facilities has the technology come up in radio broadcasting in the last couple of years.</p>
Day 2: 8 May 2012 (Tuesday)	
Session 3 9-10:30 am	<p>Connecting Audiences to the World: How to Engage Listeners of all Generations</p> <p>While some radio broadcasters have re-invented themselves to meet the needs of the audiences, the issue of connecting with the audiences and engaging the listeners still needs more innovation and attention. With the radio consumers accessing multiple platforms for content consumption and emergence of multi-platform radio, convergence of receiving devices, onset of global programming and diverse audiences, the listener connectivity has acquired new meaning and nuances. This session will address how to enhance radio broadcasters' connectivity and engagement with the audiences in the face of the changing trends.</p>
Session 4 11 am-12:30 pm	<p>Panel Discussion: Compelling Strategies in Radio Broadcasting</p> <p>The transformation in radio broadcasting has opened up new opportunities</p>

	<p>while adding on to the challenges faced by the industry. Emergence of new media consumption through I-phones, iPods, mp3 players and the like, have changed the radio industry dynamics and transformed its markets, programming and audiences. All this has forced broadcasters to reassess their offerings and the programming, as also how they conduct their business.</p> <p>With this changed scenario, it is imperative to explore new strategies that the radio broadcasting industry should adopt to remain a potent force in the media market space. A panel of distinguished panellists will examine various aspects of the issue, including the influence of branding, audience research and on-line strategies and come up with some guidelines.</p>
12:30-2 pm	Lunch
Session 5 2-3.30 pm	<p>Radio at the Forefront of Environmental Protection</p> <p>Raising awareness of climate change and environmental issues has emerged as a new challenge for radio broadcasters. Green radio, as radio programming on environmental awareness and its protection is called, is the current focus of radio broadcasts. Climate change is a global issue and everybody on this planet shares the responsibility and the consequences. It is time to take action before it is too late. Radio, as a medium of masses, has a unique position to lead the people on global warming issues.</p> <p>Natural disasters disrupt communication channels and media infrastructure, particularly in the event of tsunamis. The importance of media in the aftermath of such natural disasters is widely recognised. There is a need to be informed about relief efforts, local news and radio also plays a pivotal role in disseminating information about family members that are missing (wellness information). Radio is the most important and a powerful means of communication in the wake of a crisis. This session will address the pivotal role of radio in this area.</p>
Session 6 4-5:30 pm	<p>Community Radio Movement: How it Supplements Public Broadcasting Role</p> <p>Local community radio essentially has the attributes of a non-profit, community owned and community participation venture. Community radio, while being a platform for community to express themselves through its own means of communication, helps positively in establishing cohesion in the community. It has been demonstrated to be a major component of the development process and social change in many parts of the world. Community radio focuses on issues relating to education, health, environment, and agriculture and rural and community development.</p> <p>Assisting the community radio movement, the Milan Declaration on Communication and Human Rights of the 7th World Congress of the World Association of Community Radio Broadcasters (1998) sought international recognition of the community broadcasting sector as a vital contributor to freedom of expression and information. Refuting that the market economy was the sole model for shaping the communications infrastructure, it argued that communities must also be recognised as producers and contributors of information.</p> <p>This session addresses the development of Community Radio and its importance in the Asian Communities.</p>

Day 3: 9 May 2012 (Wednesday)	
Session 7 9-10.30 am	Managing and Distributing Content in the Converged Media World Radio is no longer only a stand-alone medium. Technological Convergence has meant that multimedia is the norm more than the exception. Progressive innovations like iTunes, iPods, iPads, and other mp3 players have all bundled radio as a featured application. Is such a convergence with the other media formats a positive or negative attribute to radio today? How to manage the radio content for such converged media world? This session will address the related issues in this area.
Session 8 11 am- 12:30 pm	Getting to the 'Top of the Market' This session will receive reports from leading broadcasters on how they were able to rise to the top levels in their respective markets.
12:30-2 pm	Lunch
Session 9 2-3:30 pm	Radio Broadcasters' Case studies Interesting case studies by several broadcasters on the following aspects of radio broadcasting. <ul style="list-style-type: none"> - Radio and Environment - Radio Contests - Success of Open Studio Concept - Success factors for Commercial Radio - Challenges facing Radio in the Pacific - Youth Radio - Internet radio, its immediacy and uptake - Progress of Digital Radio in other regions of the world
Session 10 4-5:30 pm	Radio and Social Media: Making use of the Opportunity Social media have virtually gone viral. Everything action that carries a message is reflected on the social media networks. These networks provide immediacy in conveying the messages the huge number of network participants. The social media networks are thus a highly efficient platform for conveying content, something which was totally in the domain of the broadcasters for almost a century. The issue is not whether radio broadcasters should stay away from this media revolution, the crucial issue is how best to make the use of this tremendous opportunity to reach our audiences. And what are the potential challenges and opportunities of radio programming for the social networks? Is there still a space for them on these platforms? This session will address these opportunities and challenges.
Conference Concludes	

RADIOASIA 2012

“Connect Me to the World”

7-9 May, 2012, Jakarta

Radio is everywhere. In cars, stores, the workplace, online- no matter where you turn you hear content that is being broadcast on FM waves. Why does this technology exist anymore? With mp3 players and the Internet, people can hear whatever they want, can't they? Actually they can't. Radio offers so much more than just music. Radio connects people.

Radio is special because it fills a basic human need. Knowing that there is a DJ on the other end of the spectrum, sending you signals- there's something very comforting about it and radio offers you variety. Even someone stranded on a desert island would feel more connected if they could hear a broadcast.

Radio and online are both perceived as providing connection with people's social communities but on different levels. Online operates more within people's immediate social network, allowing them to stay in touch with friends and highly defined communities of interest (My World). Radio connects people with their wider network e.g. their local community or broader community of interest (My Wider World).

Young people have a lot to think about, but not enough outlets to speak about their challenges, to voice their concerns, or to share their triumphs and strategies for success. They need the opportunity to tell their own stories and to learn from the stories of others.

Radio production and broadcasts provide such a space. Radio connects young people to each other. It has the power to inform, educate, entertain, and to inspire a generation of future leaders.

It is easy to forget that often low-tech methods of communication can have a much greater reach and impact than the high-tech communications methods of the digital era. Less affluent or remotely located men and women or those in island countries simply do not have access to all the technologies that allow them access to global information, something that city dwellers take for granted.

Community radio is an excellent case in point. It can be accessible to far more people, the technology needed is far more cost-effective and widely available to the community than a 3G phone or a laptop connected to broadband. Radio can be a direct link for men and women to share information with others in their own communities. It can also help them build bridges to connect with those in other communities.

At the same time, there is a change happening to our radio. Digital radio provides many possibilities for new content applications together with a host of data based services and even graphics and still pictures – visual radio. And content is still the key driver for the success of digital broadcasting. This is applicable particularly to digital radio. Content for digital radio can be quite different from the type of content that is broadcast on analogue radio.

Radio is getting more connected to the rest of the world. That FM radio in the mobile phone could connect to the internet to discover more about what it's listening to. In short, there are a lot of radio sets hidden within connected devices.

RadioAsia 2012

Connect Me to the World
7-9 May 2012 | Jakarta, INDONESIA

OFFICIAL HOTEL



JLN GATOT SUBROTO KAV. 2-3

JAKARTA 12930, INDONESIA

Hotel Front Desk: 62-21-5268833

Hotel Fax: 62-21-5268832

Email: crowne@crowneplazajakarta.com

URL: www.crowneplaza.com

RESERVATIONS

The RadioAsia2012 Conference will be held at the Crowne Plaza Hotel, Jakarta.
For reservations, email to crowne@crowneplazajakarta.com

ROOM TYPE	ROOM RATE Inclusive breakfast
Deluxe room	US\$120.00nett