

# Success Starts Locally

Passion – Boldness – Expertise – Creativity – Results



TRAINING •  
WORKSHOPS •  
CONSULTING •  
RADIO & DIGITAL

# Mediatic Conseils: The training hub for radio advertising professionals.

For over 20 years, we've helped local radio stations grow their revenue by building the skills of their teams. From sales performance and creative advertising to media planning, marketing strategy, digital diversification, cross-media, and AI—our expertise is shaped by relentless research and day-to-day, hands-on experience.

Our training approach is built on a genuine passion for the industry, empathy, boldness, inspiration, and sharing real-world experiences—so you see practical benefits right away.

Whether in-person, on-site, remote, through workshops, masterclasses, or one-on-one consulting—everything starts with reaching out and getting a custom solution.

**Over 1,000 sales professionals trained,  
more than 300 radio stations and ad  
networks, across 30+ countries.**



Jean-François Duplaix



Michel Colin

**Mediatic Conseils SAS - 132 rue Fondaudège - 33000 Bordeaux, France**

Phone: +33 772 774 867 - Email: [contact@mediaticconseils.com](mailto:contact@mediaticconseils.com) 885 212 704 R.C.S. Bordeaux - APE 85-59A - Share capital: €10,000  
SIRET 885 212 704 00039 – VAT ID: FR60885212704 Training organization no. 847 403 846 74 Qualiopi Certificate no. 46740072-2  
for ACTION AND TRAINING. Courses eligible for OPCO support.



# TRAINING - WORKSHOPS - CONSULTING

## RADIO & DIGITAL

### @LEARNING - IN-PERSON TRAINING SESSIONS (group or individual):

- The Essentials of Local Marketing
- Selling Smarter and More Locally
- Digital Transformation: Local Business Solutions & Audio-Digital Strategies
- AI Empowering Local Advertising Creativity
- Expanding Local Revenue Streams
- Boosting Recognition & Income for Community Radio Stations



### WORKSHOPS & CONSULTING:

- 7 Keys to a Winning Local Communication Strategy
- 7 Essentials for a Successful Radio Campaign
- 7 Steps to a Successful Radio-to-Web-to-Store Strategy
- Podcast Business Models
- The Challenges of Local and Independent Communication
- Ensuring the Longevity of African Media



NewTalents

# Essential Principles of Local Marketing.

The must-have training for emerging talent.

- Master the essentials of radio marketing,
- Design and run successful radio campaigns (from concept to planning...),
- Find new clients, build loyalty, close annual contracts, and handle objections with confidence...
- Develop a cross-media sales strategy,
- Succeed in onboarding and grow your professional skills.

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Proven  
Talent

# Boost Your Local Sales—Sell Smarter, Sell More.

The essential training for local advertising pros.

- Strengthen your revenue base,
- Assess, understand, and improve your conversion rates,
- Break into new markets, adopt fresh approaches, and spark innovative ideas,
- Create powerful local marketing strategies that work.
- Boost your expertise and expand your local reach.



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# DIGITAL TRANSFORMATION: LOCAL BUSINESS SOLUTIONS & AUDIO-DIGITAL INNOVATION.

Training designed to help you earn revenue through digital channels.

- Easily boost your additional sales,
- Turn your radio's digital community into a revenue stream,
- Create a winning radio-audio-digital strategy,
- Build a toolkit of smart assistants and solutions,
- Boost your credibility and local presence with digital solutions.



# AI Powering Local Advertising Creativity.

An incredibly creative, ready-to-use module!

- Creativity as your business advantage,
- Building a strong creative brief,
- The secrets to powerful creative impact,
- Tools designed for your local market,
- How to set up your creative assistant,
- Dozens of real-world examples revealed,
- Webinar + @learning program.

Brand New  
for 2026



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# Diversify Your Local Income Streams.

A training course to help you unlock new sources of income.

- Assess the current state of your local market,
- Spot the most promising opportunities,
- Develop an offer that matches your skills and resources.
  - Weigh your options and choose the best path forward.
- Present and make a strong case for your new offer.
- Lay out a clear, actionable plan.

New  
2026

**Mediatic**  
CONSEILS





# GROW THE RECOGNITION & REVENUE OF COMMUNITY RADIO STATIONS.



Training designed for bold community radio stations.

- Boost your station's visibility,
- Expand your listener base and reputation,
- Create fresh, local revenue streams,
- Highlight the value of MIG and institutional partnerships,
- Kick off and support advertising and sponsorship strategies,
- Tap into digital audio and AI tools to move ahead,
- Launch initiatives that drive content, boost visibility, and increase revenue.



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# 7 KEYS TO Achieve Success

**Your Local Communication Strategy**

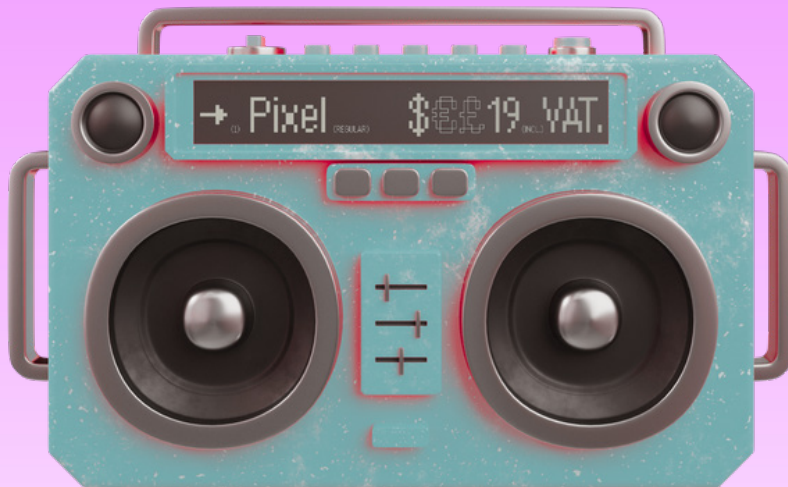
## LOCAL COMMUNICATION



# The 7 Keys

For  
**Make Your Radio  
Campaign a Success**

Launch a Winning  
**Radio  
Campaign**

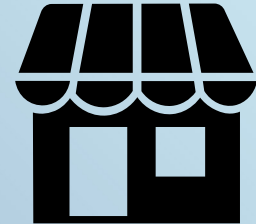


An **interactive workshop** designed to share the essentials of radio advertising with the local market. Advertisers, prospects, and agencies will discover how to make the most of radio as a powerful medium. Hear examples of radio spots, see innovative concepts, and learn about local campaigns—all to inspire local businesses to communicate year-round on your station.



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# The 7 Essential Keys to a Winning Radio to Web to Store Strategy



# Podcast Business Models

Join our webinar and discover how to monetize your podcasts.



- Podcasting is emerging as a powerful way to generate revenue.
- Whether it's a replay, an original show, a branded podcast, or internal communications, podcasts are meeting listeners' evolving habits and advertisers' growing expectations.
- Understanding the business models behind podcasts.
- Case studies and real-world insights.



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# The Challenges and Opportunities of Local & Independent Communication.

The game-changing module!

- Local radio stations and their community stakeholders,
- Assessing the key factors of local economic growth,
- Understanding the challenges of environmental issues,
- Fulfilling your social, regional, environmental, and economic responsibilities,
- Highlighting local strengths: strategies, offerings, and messaging...
- Generational trends and ambitions,
- Sharing inspiring stories and role models to follow.

A module you can join remotely or experience on-site with your team and local partners.

New for  
2026







# Ensuring the Long-Term Future of African Media.

Ensuring sustainability and growth for  
African media outlets.

Mediatic Conseils' international expertise extends across Africa. Since 2007, we've worked on the ground with nearly **a thousand trainees** from hundreds of radio, TV, print, and online outlets during **55 missions** in **15 countries** : Burkina Faso, Burundi, Central African Republic, Côte d'Ivoire, Guinea, Liberia, Madagascar, Morocco, Niger, Palestine, D.R. Congo, Senegal, Sierra Leone, Chad, Tunisia.

**Our clients include international organizations:**

Our clients include major international organizations: ARTI (MA), ERIS (EU), Fondation Hirondelle (CH), FreePress (NL), ICFJ (USA), IREX Europe (FR), Internews (USA), Panos (FR), RNTC (NL), UNESCO (MA).



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# LeBriefing

200+  
subscribers

## Remote support for radio advertising professionals.



### Every day:

- Unlimited access to the radiopub.cloud resource platform [radiopub.cloud](https://radiopub.cloud)
- Ongoing support via email.

### Every week:

- Receive one new module by email: includes a video and a PDF guide,
- Sales coaching with proven strategies and research,
- Sharing experiences: fresh ideas, real-life examples, inspirations, and talking points...

### Every month:

- One personalized video debrief to tackle your on-the-ground challenges.

### Every quarter:

- One interactive masterclass on a trending topic, hosted by industry experts.

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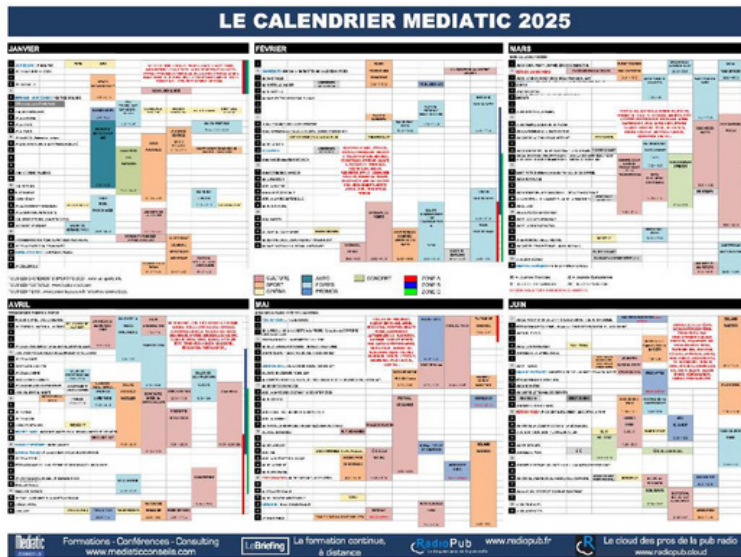


**RadioPub**  
.cloud

The leading resource platform for French-speaking professionals



# The Organized Salesperson's Marketing Planner



An editorial, commercial, and promotional calendar designed to keep your team, sales, and digital efforts in sync.

An essential marketing planner for finding new leads, launching special campaigns, and organizing your social media strategy.

By planning ahead, every day of the year becomes an opportunity to boost your sales activity.

**Download for free!**



**Mediatic**  
CONSEILS

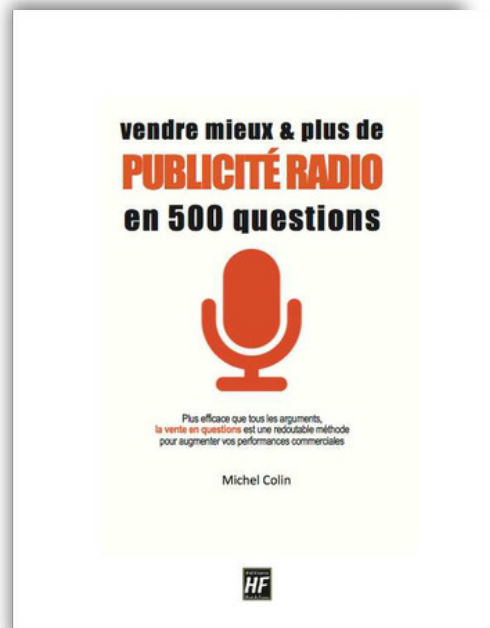
# The Ultimate Guidebook for Radio Sales Professionals!

A collection of insightful questions that will revolutionize how you approach selling ad space.

The sales process becomes innovative, professional, and—above all—exciting! Put your sales pitches aside!

The sales process now covers everything from start to finish, featuring the most effective questions in the game.

**Free Download!**



# THE LATEST FOR RADIO ADVERTISING PROFESSIONALS



Launched in 2007, the [radiopub.fr](https://radiopub.fr) blog offers more than 2,000 articles about radio advertising and a collection of over 2,000 radio spots across 200 different categories.

This outstanding database is an invaluable resource for radio advertising professionals.

It highlights top local practices and covers international studies and trends.

Stay in the loop with our news feed and be sure to check out our LinkedIn page.



You can also read articles by Jean-François Duplaix and Michel Colin in the **Hebdo de la Lettre Pro**.

**LA LETTRE PRO**  
DE LA RADIO ET DU PODCAST

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## Training Sessions - Workshops - Consulting Services

Radio & Digital Media

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