

Background on Michel Colin

Mediatic Conseils is a firm specialized in training courses on local advertising techniques and on the effective use of local media. Mediatic Conseil's Executive Director Michel Colin is an experienced senior consultant in revenue management process and local systems implementation. He has 30 years of international experience in the media and entertainment industry.

Michel Colin's broadcast career began in 1979 as a newsperson in an experimental local station of the French public service FR3. He spends three years working for Radio Mont Blanc in Italy, and then managed during the end of the eighties Radio Plus, the number one private local radio in Geneva. Throughout the 1990s Michel Colin brings successfully Radio Nostalgie in Switzerland. From 1996, he was co-founder and GSM of the leading stations One FM and Lausanne FM, managed to become the top billers in the Geneva and Lausanne markets.

In February of 2004, he started his new consulting company, Mediatic Conseils, dedicated to increase broadcast advertising revenues by creatively educating media salespeople, managers and station owners. He trained salespeople in France, Switzerland, Belgium, Caribbean, Reunion, Morocco and Senegal. Michel Colin also taught local marketing at the University IFM in Geneva and SAWI Federal School in Lausanne.

From July 2007, Michel Colin works as a consultant for Fondation Hironnelle in Lausanne (Switzerland), in charge of the sustainability projects for Radio Okapi in DRC. He has since completed over 15 training missions in Kinshasa, Lubumbashi, Goma, Mbuji Mayi, Bukavu and Kisangani. He worked to create the first national advertising network of 25 remote community radio stations distributed throughout the country.

He also trained Star Radio sales staff in Liberia in December 2007. Since 2009, Michel Colin trains salespeople and producers at Cotton Tree News and Radio Mount Aureol, Freetown (Sierra Leone). He also works for Fondation Hironnelle on the commercial development of Radio Ndeke Luka in Bangui (Central African Republic).

In July 2008, Michel Colin worked on media sustainability process for Institut Panos Paris in Bujumbura (Burundi), in January 2010 for ICFJ, International Center for Journalists - Washington, in Conakry (Guinea), in 2011 for Internews (Chad) and RNTC (DRC).

Its interventions are based on practical expertise in the field. He works with both advertising agencies, NGOs and private companies for national broadcasting networks, either for local remote community radios.

Contact Information:

Mediatic Conseils
Michel Colin
35 rue des Bains Case Postale 5615
1211 Genève 11 - Switzerland



Email : michelcolin@mediatic.ch

Website : <http://www.mediatic.ch/index-en.htm> (English)

Blogs : www.radiopub.fr and www.radiopubAfrica.com (French)

Iphone : +33 6 76 15 04 05 Skype : michel.colin1