

2:00pm | Room 1 | Thursday – August 25

RADIO

THE MOST FRUSTRATING TALK AT SET EXPO 2022

“Better to enjoy the contents of rooms 2 and 3, which will also take place at the same time, so as not to waste your precious time. There’s nothing interesting about technology here.” Robson Ferri, Creativity with RF, promises to have nothing compelling in his talk. In an hour and a half of the time allotted to the presentation, right after lunch, he was unable to sensitize guests... so he will do a “stand up alone”. Good luck to those who venture to enter room 1 at 2 pm.

Presenter: Robson Ferri - Director | RF Conteúdo Play



Robson Ferri - Director | RF Conteúdo Play

24 years of experience in the communication field.

Passage through the radio stations Metropolitana FM 98.5 São Paulo, Rede Transamerica, Rádio Mix FM 106.3 São Paulo.

Standard voice of more than 25 radio stations in Brazil, plus 2 abroad.

He is currently one of the voices responsible for creating institutional and promotional pieces for TV Globo Rio de Janeiro and for the Globo de Rádio system.

Founder and executive director of RF, a digital content agency serving several segments that seek strategic content to strengthen their brand in communication on digital platforms.

Heading a team of more than 40 employees, with a dedicated structure located in São Paulo – SP, offers a wide range of solutions in content creation, production and distribution.