



# introduction

Francis Currie Consulting

# Francis Currie

Francis Currie is an international radio consultant, specialising in providing programming and promotions support to radio stations in competitive markets around the world. He is an expert in working with programmers to turn around under-performing stations and in building strong brands.

Working with clients in Germany, the former Eastern Bloc, Scandinavia, the Middle East, and the Far East as well as the UK, Francis helps clients both develop and deliver clear strategies. He has worked successfully with a wide variety of formats in many different countries.

With an NLP background Francis is also an established coach and trainer who helps Programmes teams to develop their own insights and skills.

Prior to becoming a consultant Francis was a successful senior UK radio executive, masterminding the success of the Heart Brand in the UK as Programme Director of Heart in London and Group Programme Director.

Before this he was the launch Programme Director of Magic 105.4 in London and Music Director for EMAP in the UK across all tv, radio, magazines, web sites, compilations and concerts assets.

# station development process

Every market, every target audience and every radio station is different. Despite this, a radio station development plan will typically require focus on five key areas to ensure a strong and sustainable performance:

market  
analysis

listener  
insight

brand  
design

product  
development

promotion  
activity

Francis Currie Consulting provides radio stations with strategic & operational support in all of these areas. This helps stations compete effectively in growing audiences, strengthening loyalty, building & leveraging brands and in developing their business.

# some clients



BBC STOKE



BBC THREE COUNTIES



Manning Gottlieb OMD



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