

Not in conference order:

Engineering Sessions (4 sessions):

Ingest and Playback Systems for Radio and Television	Jose Phon, Vizrt
Evolution of Modern AM and FM Transmitters	Jeff Welton, Nautel
Power Line Safety Issues	Alabama Power
ABIP Inspectors: Review of most overlooked issues George	Larry Wilkins/John

How to be a Complete Salesperson:

How to Be a Complete Salesperson

By Bryan Dodge

Bryan Dodge will help guide, coach, and encourage people in sales to master a new level of professionalism. Why did you choose sales? How can sales be your best friend? Bryan will show you how to develop the characteristics of a professional salesperson. Discover which questions all top producers answer the same. Master the seven tools of the sales profession. Learn why everyone in sales needs to keep honing their skills. Bryan will also point out some very practical dos and don'ts of establishing a good first impression. He will conclude this session with a segment on keys to successful negotiation. Whether you are veteran sales professional or new to the field, you will gain many new ideas from this workshop. Bryan touches his audiences through his own gift of inspiration and encouragement that helps give a clearer vision to make right choices in the sales process.

Taking Ownership of Leadership:

Take Ownership of Leadership in Your Own Life

Bryan Dodge

Mr. Dodge's authoritative teaching on leadership will inspire any audience. This one of a kind message is life-changing. It will alter how you view all of your responsibilities, and will elevate you to a higher level of leadership. Bryan will teach you the three laws of leadership and how they affect every area of your life – from the boardroom to the soccer field. He will reveal the intangible quality that will take your leadership skills to higher levels, and improve your overall communication skills. Bryan will show you how to overcome your own fears and how you can help the people that you lead overcome the challenges that inhibit their success. Bryan's audiences are amazed at how much knowledge they gain in the short time he spends with them. His fun and entertaining delivery style makes learning fun and memorable.

The Future of Radio:

“Resiliency: The Future of Radio”

In this Super Session, John Lund outlines the advantages Radio has over other media, what changes are coming, plus ways to increase audience and sales on local stations. Lund provides the innovations, tools and systems necessary to embrace Radio’s future. And in the afternoon...

Radio Programming:

“Programming Basics”

What every programmer needs to know to increase audience and listener satisfaction. How do develop a Morning Show, improve your music, and market your stations to increase tune-in and TSL. Attendees will leave this presentation with specific guidelines on how to enhance their “air-sound” immediately.

Social Media (4 sessions):

Presentation on Social Prospecting

Discover the latest alternative to cold calling, social prospecting. Learn how to use social media tools to develop a renewable supply of qualified sales leads.

10 Social Media Promotion Ideas

Learn 10 ways to build social media promotions that will generate specific results for your clients and demonstrate the power of broadcast advertising.

How Social Media Can Increase Audience Engagement

Build a two-way communication path with your audience using social media to deepen audience engagement and even increase ratings! Learn about best practices for giving your audience the recognition they crave, how to turn your core community into advocates for your brand and how to curate social media as a source of content.

Social Media Workshop

Get help setting up our Facebook, Twitter and LinkedIn profiles. Get all your technical questions answered.

Employment Law:

Ryanne Duffie Saucier of Mississippi Public Broadcasting will present information for management level personnel as to methods of insuring equal employment opportunity and preventing discrimination.

The Future of TV:

Steve Lanzano, President of the TVB along with Brad Seitter, Vice President of Marketing and Business Development, will talk about what's ahead for TV stations.

TVB Sales Session:

The TVB is providing a guest, still to be named, who will likely be a franchise owner. The idea is to talk about business by sales categories.

News Sessions (4 sessions):

We are excited to announce that Al Tompkins and Sara Quinn of the Poynter Institute will be with us on Saturday, August 17 to present four topics for newsroom staffers.

- Multimedia Storytelling
- TV Reporting and Producing
- Social Media Strategies
- Mobile Reporting

These sessions will be offered back to back so, attendees may benefit from all the topics. There will be two before lunch and two after. Single day registration includes the Broadcaster of the Year Luncheon.

FCC & Legal Issues:

The ABA's Legal Advisor, Scott Johnson of Fletcher Heald & Hildreth, will talk about the current issues, both legal and regulatory, facing broadcasters. This is always one of the most important sessions at the annual conference!

Traffic for Radio/Traffic for TV (2 sessions):

Larry Keene of the Traffic Directors Guild of America will offer a half day of training for radio (morning) and TV (afternoon) traffic and sales assistants. This is always a great opportunity to share best practices and get software questions answered. Attendees of these sessions are invited to the Broadcaster of the Year Luncheon as ABA guests.