

2019 CONVENTION AGENDA

FRIDAY JUNE 7

8:00 am – 9:00 am

Registration and Continental breakfast

9:00 am -10:30 am

Opening Session: Mark Scharenbroich presents “Nice Bike: The Ride to Making Connections”

10:45 am – 12:00 pm

Sales Session: Gary Moore presents “The Life of a Broadcast Digital Media Expert”

Managers Session: Laurie Kahn, Media Staffing Network presents “How to Win the War for Talent”

12:00 pm – 1:30 pm

Lunch Session: TBD

1:45 pm – 3:15 pm

Sales Session: David Rich presents “How to Turn a Contact into a Connection into a Customer”

Managers Session: Gary Moore presents “Leading Change Without Breaking the Broadcast Model”

3:30 pm – 5:00 pm

Sales, Managers & Promotion Session: Brad Buehlhorn & Larry Krauck present “Event Marketing Panel”

Sales, Digital & Managers Session: Kristen Schneider Presents “Digital Products That Work”

Sales & Managers’ Session: Brad Seitter (TVB) presents “On the Road Again with Automotive”

Sales & Managers Session: Mike Webb presents “Copywriting for Sales”

5:15 pm – 7:00 pm

Reception at the Landshark Bar & Grill

SATURDAY JUNE 8

7:30 am – 9:00 am

Breakfast buffet

8:30 am – 9:00 am

MBA Board Meeting with Owners & General Managers

9:15 am – 10:30 am

Production & Promotion Session: Mike Webb presents “Copy Writing for Production”

Managers’ & Program Directors’ Session: Bill Countryman & Vance Harrison present “Maximize Revenue Mileage with a LIVE Video Streaming Tune Up”

9:30 am – 11:30 am

TV News Session: Forrest Sanders presents “Today’s Multimedia Journalist”

Radio News Session: Judd Slivka presents “Time-Saving Apps for Radio Broadcasters”

10:45 am – 11:45 am

On-Air, Program Directors & Sales Session: CSZ St. Louis Improv Team presents “Applied Improv Workshop for Broadcast Professionals”

10:45 am – 1:30 pm

Owners & Managers Legal Lunch: Active shooter training information, sales recruitment information, legal panel featuring Mark Sableman & Gregg Skall

11:30 am – 12:00 pm

Box lunch

12:00 – 2:00 PM

News Session: Beth Peak presents “Day Turns and Investigations: Make your work pop from the shoot to the edit.”

2:15 pm – 3:15 pm

News Session: Forrest Sanders & Beth Peak present “Critiques for Storytellers”

5:00 pm – Midnight

Hall of Fame Reception, Awards Banquet, & Chairman Reception