

# 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 Buffet featuring CSZ St. Louis Improv Group

**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 Cantina Laredo

## SATURDAY JUNE 8

**7:30 am – 9:00 am**

Breakfast buffet

**8:30 am – 9:00 am**

**MBA Annual 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 presents “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 Panel Lunch** 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.”

**12:30 – 2:00 PM**

**News & Production Session:** Judd Slivka presents “Drones 101”

**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