

2023 IBA ANNUAL CONVENTION

Tuesday, June 20

Prairie Meadows
1 Prairie Meadows Drive, Altoona, IA

Tentative Schedule

REGISTRATION & BREAKFAST

8:00am – 8:30am

WELCOME

8:30am – 8:40am: John Huff

OPENING KEYNOTE

8:45am – 9:30am

Presenter: John Clark

Senior Vice President & Emerging Technology & Executive Director, PILOT
National Association of Broadcasters

Topic: *The Never-ending Story of Emerging Technology*

John will take us on a journey of how broadcasters have evolved into multi-platform media companies over the years and where the industry is headed. He'll share some of his personal experiences from 25 years of innovation in radio, television, and digital media. Then he'll share his vision for how broadcasting will continue to be a vital part of our society in the communities we serve. Bring your questions because we will wrap up with an open and interactive discussion.

MORNING RADIO SALES SEMINAR:

9:30am – 11:30am

Presenter: Derron Steenbergen

President and Founder
Swagger Institute

Topic: *The Surviving to Thriving in Sales Series*

The *Surviving to Thriving in Sales* session is a high energy, exciting way to make your commission checks bigger. Learn simple steps often skipped or forgotten that will help you make more magic in your broadcast and digital sales career. Derron Steenbergen, President of the Swagger Institute, will motivate you to use creative approaches to prospecting, new business development and building better relationships.

Derron is one of the very best sales trainers, motivators and relatable sales guys you will ever meet. Thousands have left this session with specific tips to make their business more successful, and more importantly, how to have more fun doing it. Oh, and you will learn the six most powerful words in sales and they are sure to change your career. Plus, Derron will give one question that if you start asking every account you have you are guaranteed to get information you have never gotten. Recommended for all radio/television sellers and managers.

MORNING MANAGEMENT SESSIONS

9:30am -10:30am

Presenter: **David Oxenford**

Partner, Wilkinson Barker Knauer

Topic: *Political Broadcasting Session*

Political ads are already airing for the 2024 election, with a Presidential contest adding to the normal slate of federal, state, and local races. Are you planning for the “green wave” that will be coming your way – not only to make sure that you comply with regulatory obligations, but also to take legal steps to make sure that your company maximizes its political revenue? This session, with experienced Washington DC-based attorney David Oxenford, will explain the legal concerns that you should have, as well as the legal opportunities that may present themselves with a bit of advanced planning.

10:30am – 11:30am

Presenter: **Arminda Lindsay**

Recruiting and Account Manager

Media and Staffing Network

Topic: *Your Next 5 Moves: A Do-It-Now Strategy For Relationship Recruiting*

Recruiter & Leadership Coach Arminda Lindsay will shift you out of the mindset of transactional hiring and into the world of relationship recruiting. Using the 5 techniques Arminda shares, you will discover the process of identifying individuals with skills, experience and traits that may qualify them for future openings with your company.

MORNING NEWS SEMINAR:

9:30am – 11:30am

Presenter: **Denise Vickers**

Innovation News Center Director

College of Journalism & Communications at the University of Florida

Topic: *If It Was Only About the News: A News Director's Survival Guide*

News directors face numerous challenges. The job requires equal parts strategist, cheerleader, talent coach, organizational wizard, money manager. Oh, and don't forget, journalist. Frankly, if it was only about the news, the job would be easy - relatively speaking. In this session, we'll tackle topics from A to Z: Combatting threats associated with Artificial Intelligence to managing Gen Z and how to keep your sanity while doing it.

2023 IBA AWARDS LUNCHEON

11:45am - 1:30pm

Presentations:

2023 IBA UNI Media Scholarships

2023 IBA Annual Awards

AFTERNOON RADIO/TV SALES SEMINAR (Continued)

1:30pm - 3:00pm

Presenter: **Derron Steenbergen**

President and Founder

Swagger Institute

Topic: *The Surviving to Thriving in Sales Series*

The Surviving to Thriving in Sales session is a high energy, exciting way to make your commission checks bigger. Learn simple steps often skipped or forgotten that will help you make more magic in your broadcast and digital sales career. Derron Steenbergen, President of the Swagger Institute, will motivate you to use creative approaches to prospecting, new business development and building better relationships.

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AFTERNOON NEWS SESSIONS

1:30pm – 3:00pm

Presenter: **Denise Vickers**

Innovation News Center Director

College of Journalism & Communications at the University of Florida

Topic: *Innovation: Strategies for Solving the News Industry Challenges*

The media landscape is shifting at an increasingly rapid pace. Newsrooms need to be able to adapt quickly to stay ahead of the curve. Whether it's disruptive technology altering consumer behavior or emerging competitors, news leaders need innovative solutions - NOW. In this session, we'll explore strategies for innovating quickly and effectively in response to industry challenges, while also maintaining editorial integrity and audience trust. I'll also share some of the most innovative ideas I've uncovered that you can take back to your stations and implement immediately.

AFTERNOON MANAGEMENT SESSIONS

1:30pm – 3:00pm

FEDERAL & STATE UPDATE

Patrick Cross, Brooks Pierce

David Oxenford, Wilkinson Barker Knauer

Nicole Gustafson, National Association of Broadcasters

Brad Epperly, Nyemaster