

2017

IOWA BROADCASTERS ASSOCIATION SUMMER CONVENTION

JUNE 22 • WEST DES MOINES MARRIOTT • 1250 JORDAN CREEK PARKWAY, WDM

SCHEDULE

8:00am.....Registration
8:00am-10:00am.....Continental Breakfast

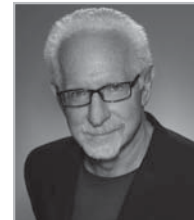
OPENING SESSION

8:30am-9:15am

A CHANGING LANDSCAPE: TECHNOLOGY TRENDS

Fred Jacobs, Jacobs Media

Technology is a fast-moving train, disrupting and changing our lives, culture, and social structure. A key to surviving and thriving is to understand these changes, and take advantage of the opportunities. Fred will take a deep dive into **Techsurvey13**, his company's national survey of more than 51,000 consumers across North America. Key areas include mobile, social media, podcasting, the "connected car." Key trends that explain what broadcasters can expect through 2017 - and beyond.



Fred Jacobs

SALES SEMINARS:

9:30am-11:45am

USING THE INTERNET TO GENERATE SALES LEADS & INTEGRATED AD CAMPAIGNS

Seth Resler, Jacobs Media

1:30pm-3:30pm

YOU GOT THE APPOINTMENT...NOW WHAT?

Mark Levy, Revenue Development Resources

9:30am - 3:30pm RADIO PROGRAMMING WORKSHOP • Fred Jacobs, Jacobs Media

GENERAL SESSIONS

9:30am - 3:30pm

LEGAL & REGULATORY Q&A

David Oxenford, Wilkinson Barker Knauer, LLP

Washington attorney David Oxenford takes on the myriad of legal and regulatory issues facing broadcasters today. The Lawyer is In...Ask the questions that concern you the most

NAB ISSUES UPDATE

Nicole Gustafson, NAB Government Relations

SOCIAL MEDIA IN THE WORKPLACE

Gene LaSuer, Davis Brown Law Firm

Gene reviews social media policies-uses and abuses in the workplace...examining the position of federal agencies on social media policies, as well as employer rights and remedies when employees Snap, Post, and Tweet inappropriately.

PROBLEM SOLVING FOR MANAGERS

Mark Levy, Revenue Development Resources

Problems? ... at YOUR company? ...Surely you jest! Mark addresses the types of problems all managers encounter at one time or another, offering strategies for solving them ... Getting you thinking through great group exercises.

1:30pm-3:00pm

ENGINEERING SESSION: ARE YOU IN COMPLIANCE?

Panel: George Nicholas, NRG Media; Bill Hayes, IPTV; David Oxenford, Wilkinson, Barker, Knauer, LLP

Get ready... IBA Alternative FCC Inspections begin in July. A compliance session dealing with today's FCC regulations and enforcement policies. **FOR ALL ENGINEERS.**

IBA AWARDS LUNCHEON

Noon-1:15pm

2017 IBA AWARDS PRESENTATIONS

2017/18 MEDIA SCHOLARSHIPS

IBA ANNUAL MEETING

3:45pm

Members in good standing encouraged to attend

ACCOMMODATIONS:

Rooms are available for those wishing to stay overnight.

MAKE YOUR RESERVATIONS DIRECTLY WITH THE HOTEL

West Des Moines Marriott, 1250 Jordan Creek Parkway,
West Des Moines, IA 50266 • Call 1-515-267-1500

ROOM RESERVATIONS DUE: JUNE 7, 2017

SALES TRAINING MORNING SEMINAR:

9:30am - 11:45am

USING THE INTERNET TO GENERATE SALES LEADS & CREATE INTEGRATED AD CAMPAIGNS

This year, digital ad spending will surpass television to become the number one advertising category.

In this session, Seth will show radio and television broadcasters how to use the Internet to generate more sales leads. He will show how to create integrated advertising campaigns combining the power of a station's online and on-air content to deliver real results for clients!

Seth Resler is the Digital Dot Connector for Jacobs Media, where he helps broadcasters combine all of their digital tools into a single overarching strategy. A broadcast veteran with over two decades of experience, Seth has worked behind both the mic and the programming desk in major markets, including New York City, Boston, Seattle, St. Louis, Providence, and San Jose. He also spent several years in the world of Silicon Valley, and now helps radio and television broadcasters take advantage of online marketing tools and techniques. Seth specializes in podcasting and online strategies, having hosted and produced numerous podcasts over the last six years. He is a frequent speaker at state association conventions and national conferences, including the NAB Show, the Worldwide Radio Summit, Nielsen Audio Client Conference, Podcast Movement, the Radio Show, Morning Show Boot Camp, Talk Show Boot Camp, and more.



Seth Resler

SALES TRAINING AFTERNOON SEMINAR:

1:30pm-3:30pm

YOU GOT THE APPOINTMENT...NOW WHAT?

Getting that appointment is a great stepping stone to the sale, but your work is just beginning. Mark will share strategies to get you safely from the appointment to the presentation. The session will cover:

- **“How Thinking What We Know Probably Ain’t So!”**
- **“Questions 67 and 68,” maybe more, maybe less.**
- **“Never Leave an Appointment Without...”**
- **“Let’s Be Independent Together!” (Thank you Rankin- Bass)**
- **“Engagement and Agreement: Your 2 Best Friends”**
- **“The Perfect Proposal Length Yes, REALLY!!”**

Mark Levy, President of Revenue Development Resources (RDR), has over 32 years of expertise in growing revenue, relationships and skillsets for business owners, managers, and sales teams. Mark’s passion to teach, train, and make sure others don’t step in the same potholes he has, have led him to be a frequent speaker at RAB, NAB, NAB Leadership, Small Market Television Exchange, International IDEABANK, National Association of Black Owned Broadcasters and Broadcast Education Association conferences as well as dozens of state broadcast organizations, and internationally in Barbados, Canada, the Cayman Islands, Guatemala, South Africa and Trinidad. He is a frequent contributor to the LBS Video Training Series and speaker for numerous civic groups interested in growing the sales, management and marketing skill sets of their members. With his experience Mark delivers an entertaining “been there, done that, survived it, learned from it and made the most of it” approach, leaving audiences better trained and wanting more.



Mark Levy

REGISTRATION

2017 IBA SUMMER CONVENTION

Registration Deadline: June 15

Call Letters/Company: _____

Address: _____ City/State/Zip: _____

Telephone: _____ Fax: _____ E-Mail: _____

MANAGEMENT SESSIONS

Includes all Management Sessions & Lunch

Registration: *Members – First Manager from each Member station \$60.00
Each additional Manager from same Member station \$40.00/person
Non-Members – First Manager from each Non-Member station \$95.00/person
Each additional Manager from same Non-Member station \$75.00/person
Students \$10.00/person **Total: \$** _____

Total # Attending: _____

Name _____ Title _____ Lunch _____

Name _____ Title _____ Lunch _____

*2017 Dues paying station (attach additional names if needed)

SALES TRAINING

Includes Morning and Afternoon Sales Seminars & Lunch

Registration: *Members – First Salesperson from each Member station \$60.00
Each additional person from same member station \$40.00/person
Non-Members – First Salesperson from each Non-Member station \$95.00/person
Each additional person from same Non-Member station \$75.00/person
Students \$10.00/person **Total: \$** _____

Total # Attending: _____

Name _____ Title _____ Lunch _____

Name _____ Title _____ Lunch _____

*2017 Dues paying station (attach additional names if needed)

ENGINEERING SESSION ONLY

Registration: Member station \$25.00/person
Non-Member station \$45.00/person **Total: \$** _____

Name _____ Name _____

Name _____ Name _____

(attach additional names if needed)

AWARDS LUNCHEON ONLY

Registration Fee: \$35.00/person **Total: \$** _____

Name _____ Name _____

Name _____ Name _____

(attach additional names if needed)

Make checks payable and send to: Iowa Broadcasters Association

P.O. Box 71186, Des Moines, IA 50325

Phone: 515-224-7237 • Fax: 515-224-6560 • Email: iowaiba@dwx.com

TOTAL ENCLOSED \$ _____

PLEASE SEND FULL PAYMENT...NO CANCELLATIONS OR REFUNDS after June 19
REGISTRATION DEADLINE: JUNE 15