

# The Year of the Customer!

A National Event for Broadcast Sellers and Managers



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!

## January 9-11, 2024

[Click Here to Register Today!](#)



**Paul Weyland**

President

Paul Weyland Communications



**Jeff Schmidt**

SVP Prof. Development  
Radio Advertising Bureau



**Melody Spann-Cooper**

Chair and CEO  
Midway Communications



**Gary Moore**

President  
Local Broadcast Sales



**Blaine Parker**

Co-Founder  
Slow Burn Marketing

Join us for "The Year of the Customer," a national online event for broadcast and digital managers and sellers featuring the most influential sales, creative, and leadership figures serving the LOCAL broadcast industry today!

During these ten fast-paced sessions, sellers and managers will be equipped to embrace 2024 with fresh ideas, unwavering motivation, and proven strategies for becoming their clients' and prospects' LOCAL media champion!



**Honey Parker**

Co-Founder  
Slow Burn Marketing



**Lori Lewis**

President  
Lori Lewis Media



**John Tkac**

President  
John Tkac Enterprises

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**Chris Fleming**

President  
CD Media Consulting



**John Marling**

President  
Pulse Research



**Bryan Anderson**

President  
Captivated.works



**Eric Moore**

Vice President  
Local Broadcast Sales

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## Tuesday, January 9, 2024

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**Gary Moore**

President  
Local Broadcast Sales

### Establishing Customer Engagement as Your Competitive Selling Advantage

Noon to 1:30pm ET. Doors open at 11:45am ET.

Gary Moore, LBS President, opens the LBS University experience with a compelling presentation on how to leverage your excellent service as a competitive advantage in your market. As always, Gary will provide and discuss practical steps you can take to enhance your own skills in this area.

### Mastering the Truth in Selling for your Customers' Benefit and Success!

2:00pm to 3:30pm ET. Doors open at 1:45pm ET.

Paul Weyland, President of Paul Weyland Communication Strategies and LBS Broadcast Selling Expert, believes that broadcast sellers need to take a newer, better story to clients. A story that will change your relationship with decision makers for the better, resulting in bigger budgets, less rate resistance and long-term advertising campaigns that really, really work.



**Paul Weyland**

President  
Paul Weyland Communications

### Providing Consistent Creative "Surprise" for Your Customers!

4:00pm to 5:30pm ET. Doors open at 3:45pm ET.

Blaine and Honey Parker, co-founders of Slow Burn Marketing and LBS Creative Experts, discuss producing and utilizing surprise in your creative that enhances the value of your station and helps your clients sell their products/services. We will also cover three quick & easy ways to develop relevant commercials that are surprising and engaging!



**Blaine Parker**

Co-Founder  
Slow Burn Marketing



**Honey Parker**

Co-Founder  
Slow Burn Marketing

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## Wednesday, January 10, 2024

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### Mastering Your Station's Reputation for Advertisers, Prospects, and Community!

Noon to 1:30pm ET. Doors open at 11:45am ET.



**Melody Spann-Cooper**

Chair and CEO  
Midway Communications

Melody Spann-Cooper, CEO and Chair of Midway Broadcasting, shares the importance of your station's reputation, how to make it stand out locally, and the benefits this will provide to you as you call on your prospects and clients. She will also discuss some ways that station owners, managers, talent, and sales team can work together to build the LOCAL perceived value of your station!

### "Must Do's" for Becoming an Industry Expert for your LOCAL Auto Dealers!

2:00pm to 3:30pm ET. Doors open at 1:45pm ET.

John Tkac, President of John Tkac Enterprises and LBS Automotive Expert, offers valuable insight into what you need to know to position yourself as THE broadcast media professional to work with in your market. Find out how to get your dealers' attention and how to position your station in their terms!



**John Tkac**

President  
John Tkac Enterprises

### Social Media for your Customers Isn't About Volume, It's About Differentiation!

4:00pm to 5:30pm ET. Doors open at 3:45pm ET.

Lori Lewis, President of Lori Lewis Media and LBS Social Media Expert, addresses the misconceptions and pitfalls of social media that stations and LOCAL businesses commonly fall into. Lori will present guidelines for enhancing your own station's social media presence and how to effectively utilize it as a powerful tool for your clients.



**Lori Lewis**

President  
Lori Lewis Media



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## Thursday, January 11, 2024

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**Jeff Schmidt**

SVP Prof. Development  
Radio Advertising Bureau

### Transforming Your Money Mindset and Elevating Customer Service

Noon to 1:30pm ET. Doors open at 11:45am ET.

Jeff Schmidt, Vice President of the Radio Advertising Bureau, unveils three profound lessons that reshape our perspective on money and encourage us to think big to ultimately achieve exceptional results for our clients. Discover what excellent customer service truly entails and why it is vital to your future success!

### Tools to Master Revenue Growth from Your Clients!

2:00pm to 3:30pm ET. Doors open at 1:45pm ET.

Chris Fleming, President of CD Media Consulting, challenges managers and reps to adopt tools that lead to higher revenues in any economic climate. Learn to define your value, prospect using propensity and predisposition, plan a depth of assortment and simple add-ons, and cut the time gap!



**Chris Fleming**

President  
CD Media Consulting

### Help Your Clients and Prospects Benefit from Consumer Research and Texting!

4:00pm to 6:00pm ET. Doors open at 3:45pm ET.

John Marling, President of Pulse Research, shares how to use consumer research to help your prospects and existing customers envision the potential sales in your LOCAL market and how your station can help them capture more than their fair share!



**John Marling**

President  
Pulse Research

Bryan Anderson, President of Captivated.works, reveals both the simplicity and power of harnessing texting as a way for your clients to connect with their own customers in a whole new way that your station needs to monetize before someone else does!



**Bryan Anderson**

President  
Captivated.works