A National Event for Broadcast Sellers and Managers



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



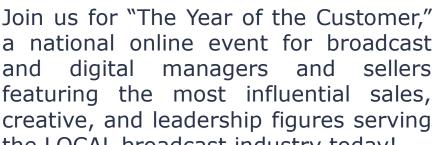
Gary Moore President Local Broadcast Sales



Blaine Parker Co-Founder Slow Burn Marketing

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



John Tkac President John Tkac Enterprises



Lori Lewis President Lori Lewis Media

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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 Click Here to Register Today!



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.



Blaine Parker
Co-Founder
Slow Burn Marketing

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!



Honey Parker
Co-Founder
Slow Burn Marketing

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Wednesday, January 10, 2024 Click Here to Register Today!



Melody Spann-Cooper

Chair and CEO

Midway Communications

Mastering Your Station's Reputation for Advertisers, Prospects, and Community!
Noon to 1:30pm ET. Doors open at 11:45am ET.

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!





President
Lori Lewis Media

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.

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Thursday, January 11, 2024 Click Here to Register Today!



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



John Marling
President
Pulse Research

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!

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