



**ANNUAL
CONVENTION**

JUNE 15 & 16
2015

GRANDOVER RESORT
GREENSBORO, NORTH CAROLINA

THE FUTURE
— is all —
THE BUZZ

MONDAY, JUNE 15

- 9 AM GOLF TOURNAMENT
- 6 PM WELCOME RECEPTION
- 7 PM NCAB ANNUAL AWARDS DINNER

NCAB
NORTH CAROLINA
ASSOCIATION OF BROADCASTERS

**CONVENTION
SCHEDULE**

TUESDAY, JUNE 16

- 8 AM BREAKFAST BUFFET
- 9 AM SESSION 1
 - “How to Build a Complete Salesperson”: **Bryan Dodge**
 - “Integrity and Influence: How to Lead from Wherever You Are”: **Jill Geisler**
 - “A Programmer’s Guide to Tech”: **Fred Jacobs**
- 10:15 AM SESSION 2
 - “Take Ownership of Leadership in Your Own Life”: **Bryan Dodge**
 - “Check Your Culture: Is it Helping or Hindering Change and Innovation?": **Jill Geisler**
 - “The Care and Feeding of Talent”: **Fred Jacobs**
- 11:30 AM LUNCH
- 12 PM STATION AWARDS
- 12:45 PM KEYNOTE BEGINS
- 1:15 PM SESSION 3
 - “How to Beat your Best Year Yet”: **Bryan Dodge**
 - “Revelations from Neurological TV Marketing”: **Graeme Newell**
 - “Brand: The Key to Broadcasting’s Future”: **Hank Price**
- 2:30 PM SESSION 4
 - Small Market Roundtable**
 - “Best Practices for Building New Revenue with Social Media”: **Graeme Newell**
 - News Panel: RTDNAC** “General Managers & Newsrooms”

WHAT'S THE BUZZ ABOUT?

Bryan Dodge

Session 1: "How To Build A Complete Salesperson"

Learn from the best! In this session, Bryan will show you how to develop and master the seven tools of the sales profession as well as win/win negotiation skills so you can become a top producer.

Session 2: "Take Ownership of Leadership in Your Own Life"

Become inspired! Learn the three laws of leadership to better yourself not only in the boardroom but also in life. Improve your communication skills and discover the tools to create a winning team and strong workplace culture.

Session 3: "How to Beat Your Best Year Ever"

Reach your full potential! In this energizing session, Bryan will move you to take charge of your own personal growth and attain clearer vision in order to make the right choices and accomplish excellence—while maintaining work/life balance.

Session 1: "Integrity & Influence: How to Lead from Wherever You Are"

Whether or not you hold a title in your organization, you have the potential to have influence. In this powerful session, you will learn how to build a great place to work and gain credibility in your community.

Jill Geisler

Session 2: "Check Your Culture: Is it Helping or Hindering Change and Innovation?"

Want to make certain your ideas get traction and your innovation succeeds? This hands-on session will help you identify the strengths and weaknesses in your culture and bring your team back home.

Fred Jacobs

Session 1: "A Programmer's Guide to Tech"

Curious about culture? Fred will take you through the results of his 11th annual nationwide survey of 200+ radio stations and 41,000 respondents and explain what PDs can do to strengthen their positions in the midst of the current media revolution.

Session 2: "The Care and Feeding of Talent"

Got talent? This session focuses on the key moves and actions that programmers, DJs, and hosts should emphasize in order to remain relevant and grow their personas in an environment where social media has become increasingly more important.

Graeme Newell

Session 3: "Revelations from Neurological TV Marketing"

Amazingly, researchers are gaining creative insight into viewer loyalty by gauging brainwaves during MRIs. Here, Graeme will explore the latest revelations that are driving tomorrow's TV branding and marketing—all from within the audience's head.

Session 4: "Best Practices for Building New Revenue with Social Media"

Learn how the best stations in the country are generating big dollars using social media, and more importantly how to unleash the full potential of your own station through quality and quantity of posts as well as how to monetize your followers.

Hank Price

Session 3: "Brand: The Key to Broadcasting's Future"

Since the launch of the digital age, critics have tried to write off television and radio stations as no longer relevant, which couldn't be farther from the truth. Learn how local television and radio stations can lead the digital age—as long as they are prepared.

RTDNAC

Session 4: News Panel: RTDNAC "General Managers & Newsrooms"

There are different types of General Managers with different perspectives. Here, we'll discuss what's the impact on the newsroom and what's the working relationship between a General Manager and the newsroom.



Gone are the days when television and radio broadcasts were done on...well... the television and radio. Instead, we are living in a time when media outlets continue to diversify: people receive their news, weather, sports and public interest stories in an ever-evolving way. That's why it's more important than ever that NCAB populates (or should we say, pollinates) each channel to its full capacity.

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