

Futureproofing BROADCASTING

 CONNECTION 2019

Thursday, November 7, 2019

OAB Conference - Grand Ballroom	
9:00 AM	Technology, Media and Entertainment, & Telecommunications Predictions with Duncan Stewart , Director of Research, Deloitte Canada
9:30 AM	Morning Keynote - Tom Goodwin , EVP Innovation, Zenith Media
10:45 AM	Generating Digital Revenue in 2019 and Beyond Panel
12:00 PM	Gala Awards Luncheon
2:30 PM	The Future of Audience Measurement and Research with Jeff Vidler
3:30 PM	Fostering Engaged Effective Staff - Coaching & Mentoring Panel with JJ Johnston
4:45 PM	Mistakes Made ... Lessons Learned ... Fighting Back from Bankruptcy while improving Ratings and Revenue with Mike McVay
5:30 PM	Reception

OAB Sales Session - Jr Ballroom	
8:00 AM - 12:00 PM	Grow your business, Improve your prospecting for new business and Create presentations asking for a larger share and longer duration with John Perras
	Sales Training with Pat Bryson - One of Radio Ink's 2018 Most Influential Women in Radio
	Advertisers Panel - Experts show you what you should and should not be doing to improve and be able to ask for more dollars.

Production Super Session - Salon A	
9:30 AM - 1:30 PM	Justin Dove, Staxx & Ron Tarrant will share their knowledge and expertise on how to write, voice and create the best sounding imaging, promos and commercials.
	Q&A Networking Lunch