



## 2011 Webinar Schedule

**Title:** New to Radio Sales? 5 Most Important Keys to Selling Radio

**Trainer:** Paul Weyland

**Series:** New Hires

**Date:** January 19

**Description:** New to Radio Sales? Paul Weyland shows you how to maximize your time and energy from getting appointments to closing the long-term sale.

**Target Audience:** New hires in radio broadcast sales.

**Title:** 5 Skills to Become a Top Seller at Your TV Station

**Trainer:** Ron Steiner

**Series:** New Hires

**Date:** February 2

**Description:** Discover five significant skills you can start using immediately to set you on the path to becoming a top seller on your sales team. Refocus nervous tension to transform into positive sales energy and plan your days ahead as you seize your new broadcast sales career opportunity now!

**Target Audience:** New hires in television broadcast sales.

**Title:** 5 Keys to Digital Sales Success for New Hires

**Trainer:** Stephen Warley

**Series:** New Hires

**Date:** February 16

**Description:** Digital advertising is the new gateway to business development in broadcasting. Learn how to sell web advertising without selling impressions and how to effectively incorporate digital advertising into your broadcast sales packages.

**Target Audience:** New hires in both radio and television broadcast sales, as well as experienced broadcast sales professionals who want to learn about the basics of digital advertising sales.

**Title:** Live Discussion About Latest Sales Opportunities in Local Broadcasting

**Trainer:** Moderated by an LBS Sales Expert

**Series:** Sales Panel Discussion

**Date:** March 10

**Description:** Each quarter, LBS will host a live conference call with two sales experts to discuss the latest sales trends, opportunities and challenges in local radio and TV broadcasting. Have a topic or speaker to suggest? Email [info@localbroadcastsales.com](mailto:info@localbroadcastsales.com)

**Target Audience:** All sales experience levels from managers to assistants in both radio and television broadcasting.

**Title:** How Your Radio Station Can Use Twitter to Increase Revenue

**Trainer:** Dan O'Day

**Series:** Radio Sales

**Date:** March 23

**Description:** Learn unique, specific strategies and tactics for how your commercial radio station can use Twitter to generate a new source of revenue. Yes, you CAN make money with Twitter!

**Target Audience:** All sales experience levels from managers to assistants in radio broadcasting.

**Title:** Assessing the Top 5 Businesses Categories Advertising Online

**Trainers:** Sandy Martin and Pete Conti from Borrell Associates

**Series:** Digital Sales

**Date:** April 6

**Description:** Online advertising has grown to become one of the largest advertising segments. Find out who the largest spenders are, how they're allocating their online advertising budgets and how to best approach them.

**Target Audience:** All sales experience levels from managers to assistants in both radio and television broadcasting.

**Title:** Answers to Radio Sales Managers 5 Most Confounding Problems

**Trainer:** Jim Taszarek

**Series:** Management

**Date:** April 20

**Description:** Discover the most effective management style, how to hire the best AEs, recommendations for compensation and best practices for pricing.

**Target Audience:** General managers, sales managers and interactive/digital sales managers in radio broadcasting.

**Title:** Live Discussion About Latest Sales Opportunities in Local Broadcasting

**Trainer:** Moderated by an LBS Sales Expert

**Series:** Sales Panel Discussion

**Date:** May 12

**Description:** Each quarter, LBS will host a live conference call with two sales experts to discuss the latest sales trends, opportunities and challenges in local radio and TV broadcasting. Have a topic or speaker to suggest? Email [info@localbroadcastsales.com](mailto:info@localbroadcastsales.com)

**Target Audience:** All sales experience levels from managers to assistants in both radio and television broadcasting.

**Title:** Stop Writing Radio Commercials! (And start getting results for your clients)

**Trainer:** Jeffrey Hedquist

**Series:** Radio Sales

**Date:** May 25

**Description:** Commercials that SOUND LIKE COMMERCIALS get little or no attention. How can you fly under the radar? Learn how to avoid the formulas that tell your audience, “ This is a commercial!”

**Target Audience:** All sales experience levels from managers to assistants in radio broadcasting.

**Title:** 5 Keys to Understanding How to Sell Mobile Advertising

**Trainers:** Sandy Martin and Pete Conti from Borrell Associates

**Series:** Digital Sales

**Date:** June 8

**Description:** Mobile advertising is moving out of the experimental stage and into the mainstream. Find out why and how local businesses are adding mobile to their marketing mix.

**Target Audience:** All sales experience levels from managers to assistants in both radio and television broadcasting.

**Title:** 6 Powerful Leadership Principals for Today’s Evolving Media Landscape

**Trainer:** Gary Moore

**Series:** Management

**Date:** June 22

**Description:** Discover the 6 key leadership principals to lead your team up and over the obstacles that lead to more sales achievements. Dismantle today's challenges and generate opportunities that ultimately drive and establish your sales team's competitive advantage.

**Target Audience:** General managers, sales managers and interactive/digital sales managers in television broadcasting.

**Title:** Live Discussion About Latest Sales Opportunities in Local Broadcasting

**Trainer:** Moderated by an LBS Sales Expert

**Series:** Sales Panel Discussion

**Date:** September 15

**Description:** Each quarter, LBS will host a live conference call with two sales experts to discuss the latest sales trends, opportunities and challenges in local radio and TV broadcasting. Have a topic or speaker to suggest? Email [info@localbroadcastsales.com](mailto:info@localbroadcastsales.com)

**Target Audience:** All sales experience levels from managers to assistants in both radio and television broadcasting.

**Title:** 5 Effective Methods for Integrating Digital Advertising into Radio Sales Packages

**Trainer:** Stephen Warley

**Series:** Radio Sales

**Date:** September 28

**Description:** Learn how to combine mobile, social media and online advertising opportunities with radio advertising to create sales packages that drive results for your clients and more revenue for your station.

**Target Audience:** All sales experience levels from managers to assistants in radio broadcasting.

**Title:** Local Media Case Studies Using Non-Traditional Interactive Inventory

**Trainer:** Deborah Esayian, Co-President of Emmis Interactive

**Series:** Digital Sales

**Date:** October 12

**Description:** In this 20-minute session, Emmis Interactive will review integrated media success stories from 5 different advertiser categories. Details regarding the client need, broadcast entity solution and measurement of success will be presented along with insight into the key elements for campaign success.

**Target Audience:** All sales experience levels from managers to assistants in both radio and television broadcasting.

**Title:** Top 5 Strategies for Increasing Digital Revenue

**Trainers:** Sandy Martin and Pete Conti from Borrell Associates

**Series:** Management

**Date:** October 26

**Description:** Learn management strategies for the fastest growing segments of digital advertising. Align your business with high-growth areas to stimulate sales for your digital advertising sales.

**Target Audience:** General managers, sales managers and interactive/digital sales managers in both radio and television broadcasting.

**Title:** Live Discussion About Latest Sales Opportunities in Local Broadcasting

**Trainer:** Moderated by an LBS Sales Expert

**Series:** Sales Panel Discussion

**Date:** November 18

**Description:** Each quarter, LBS will host a live conference call with two sales experts to discuss the latest sales trends, opportunities and challenges in local radio and TV broadcasting. Have a topic or speaker to suggest? Email [info@localbroadcastsales.com](mailto:info@localbroadcastsales.com)

**Target Audience:** All sales experience levels from managers to assistants in both radio and television broadcasting.