

2024 LAB ANNUAL CONVENTION



AGENDA

DAY	TIME	EVENT	Room
WEDNESDAY May 29th	9:00 am - 2:00 pm	Exhibitor Move-In	Queen Anne
	9:00 am - 5:00 pm	Registration Open (Inside Exhibit Hall)	Queen Anne
	10:30 am - 1:00 pm	LAB Board Lunch / Meeting	Royal Salon
	1:30 pm – 1:35pm	General Session: Welcome – Randy Stone LAB's Chairman	Royal ABCD
	1:35pm – 2:00pm	NAB Update – Jack Smedile – Senior Vice President of Government Relations Jack Smedile will give an update on what is impacting broadcasters on the federal level in Washington D.C., including keeping AM Radio in cars, video streaming issues, AI and performance royalties.	Royal ABCD
	2:00pm – 2:30pm	Jason Barrett – Barrett Media - Winning in a Multiplatform World Jason will be examining the flat to down revenue picture in radio, similar challenges in TV, show the rise of digital revenue, and lead into a talk on why it's vital to explore new revenue streams and be more than a radio station.	Royal ABCD
	2:30 pm – 3:00 pm	Break in Exhibit Hall	Queen Anne
	3:00 pm - 4:30 pm	Henry Hays – DisruptREADY leads the effort to make AI simple and effective for business executives. "Join us for 'The AI Revolution: Redefining Broadcasting for the Digital Age,' a groundbreaking keynote by industry expert Henry Hays that explores the transformative impact of Artificial Intelligence on the broadcasting industry. As we navigate through an era of digital innovation, this presentation will illuminate how AI technologies are reshaping content creation, distribution, and engagement, offering broadcasters unprecedented opportunities for growth and connection with audiences. Discover the latest AI advancements that are not only enhancing operational efficiencies but also redefining the way we produce, deliver, and experience media in the digital age. Whether you're a media professional, tech enthusiast, or simply intrigued by the future of broadcasting, this keynote will provide you with a comprehensive overview of AI's role in revolutionizing the broadcast landscape."	Royal ABCD
	4:30 pm – 5:00 pm	Thirty-minute break before Opening Reception	
5:00 pm - 7:30 pm	Opening Reception in Exhibit Hall	Queen Anne	

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THURSDAY May 30th	8:00 am - 8:45am	Breakfast in Exhibit Hall Buffet with a large selection of coffee, juice, tea, cereal, bakery items, hot <u>breakfast</u> and fresh fruit.	Queen Anne
	8:00 am - 4:00 pm	Exhibit Hall Open The Exhibit Hall will remain open all day until 4pm except during the General Luncheon. <i>Our exhibitors have great things to display this year, be sure to stop by every booth!</i>	Queen Anne
	9:00 am - 9:30 am	LAB General Membership Meeting All members of the Louisiana Association of Broadcasters are highly encouraged to attend including GMs, managers, directors, engineers, sales, etc.	Royal Salon
	9:30 am – 3:00 pm	Engineering Conference See separate agenda here .	Royal B
	9:30 am – 10:45 am	Sports Media: Jason Barrett – Barrett Media – with Matt Moscona – Charting the Course: Strategies for Success in Sports Talk Radio in 2024 Matt and Jason will do an interview style session and deep dive into some of the Challenges and Success that industry has seen in the last year.	Royal D
	9:30 am – 10:45 am	News: Michael Papajohn – Authentic Storytelling After more than 35 years in the film and television industry and decades of experience working with some of the biggest names in Hollywood, Michael Papajohn gives his top tips for becoming a better storyteller by making authentic connections with viewing audiences and everyone else.	Royal C
	9:30 am – 10:45 am	Sales: Henry Hays – <u>DisruptREADY</u> "Using AI in Sales in Traditional Broadcast Media" In this engaging keynote, explore the transformative impact of Artificial Intelligence on sales strategies within the traditional broadcast media sector. Discover how AI tools can revolutionize audience targeting, ad personalization, and revenue forecasting, enhancing viewer engagement and optimizing advertising effectiveness. Gain insights into practical AI applications that are reshaping how broadcasters leverage data to drive sales performance and competitive advantage.	Royal Salon
	10:45 am - 11:30 am	Refreshment Break in Exhibit Hall: Blood Mary's & Mimosa	Queen Anne

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11:30 am – 12:30 pm	<p>Management: Michael Papajohn & Patrick Mulhern – film and sports</p> <p>How NIL, social media, tax incentives, demand for content, and Hollywood's push for a younger/more diverse, well-trained workforce to fill jobs, both in front of and behind the camera, could be great news for Louisiana and its broadcasters.</p>	Royal D
11:30 am - 12:30 pm	<p>News: Hank Price - How News Directors Can Lead Change</p> <p>Local television news is nearing a tipping point. Technical advances ranging from artificial intelligence to NexGen TV mean news directors will soon be faced with a new world of both opportunity and risk.</p> <p>As current television news audiences continue to age, new technologies will bring the opportunity to finally build a base of younger users, many of whom have very different expectations from local news than their parents did.</p> <p>This session is about how news directors can motivate a staff steeped in traditional news coverage to buy into new thinking and new goals, then motivate that team to achieve future success.</p>	Royal C
11:30 am - 12:30 pm	<p>Sales: Bryan Marriott P1 Learning - Upskill: Unleash Your Potential with Ten-Minute Trainer Network</p> <p>Staying competitive in the media landscape requires a skilled and adaptable team. But finding the time for comprehensive training can be a challenge. What if you could equip yourself, your staff and your client with the latest industry and skills, all in bite-sized, engaging formats? You can.</p>	Royal Salon
12:30 pm – 1:45 pm	<p>Keynote Luncheon – TBD</p>	Iberville Ballroom
2:00 pm – 3:00 pm	<p>Management: Joe Chautin/Mark Balkin – LAB's Legal Counsel & Jack Smedile – NAB Senior Vice President of Government Relations FCC Update/Legal & Regulatory</p>	Royal D
2:00 pm – 3:00 pm	<p>Sales: Ben Bouslog & Elizabeth Bernberg with Adcellerent</p> <p>What keeps your sales teams and leaders up at night? We hear it all the time: PROSPECTING and NEW BUSINESS!</p> <p>Join AdCellerant's Prospecting Extraordinaires from their business development team and learn how to effectively prospect, nurture, and CLOSE those new business</p>	Royal Salon

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	opportunities...	
2:00 pm – 3:00 pm	Small Market Radio: Melissa Boswell Townsend, General Manager Boswell Broadcasting: Radio Stations that have News website: Melissa Boswell Townsend (sales and management) and Chris Davis (news) will discuss how to turn local content, news, and weather into significant digital dollars.	Royal C
3:00 pm - 4:00 pm	Closing Celebration:	Queen Anne

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Exhibitor AGENDA

Wednesday, May 29th

9:00 am – 2:00 pm

Exhibitors may set up booths but recommended to set up early because attendees will be in and out (registration/check in starts at 9:00am)

12:30 pm – 1:30 pm

Attendee traffic will be light between this time

1:30 pm – 2:30 pm

General Session begins

2:30 pm – 3:00 pm

Session break, exhibitors are recommended to be back by booths

4:30 pm – 7:00 pm

Exhibitor Reception (5p-7p), expect to be at booths (This is the dedicated time to network solely with the attendees and when we giveaway the items you donated.)

Thursday, May 30th

8:00 am – 9:00 am

Breakfast in the exhibit hall, exhibitors are expected to be there

9:00 am

First meeting, traffic will be light between this time

10:45 am – 11:30 am

Exhibitors are recommended to be back by booths for break in exhibit hall (bloody mary's & mimosas)

12:30 pm - 1:45 pm- Keynote Luncheon (lunch included with booth space, please confirm you will or will not attend for our lunch count)

3:00- pm – 4:00 pm

Exhibitors are recommended to be back by booths for closing celebration in exhibit hall

4:00 pm

Exhibitor breakdown