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BREAKOUT TOPICS (In alphabetical order)

AUTOMOTIVE IN 2010 Craig Reumund
The automotive marketplace is a new landscape today: fewer but bigger dealers, a smarter approach to dealership advertising, and the trigger-points to engage any dealer-owner in discussion.

CPM vs CPC Lynne Edwards
Online media, specifically Paid Search, has that “cheap-and-easy” feel to it for local advertisers. Here’s a very logical approach to present TV as it really stacks up versus Paid Search: better, and cheaper.

HOME SERVICES Craig Reumund
How does a 30 year old, 18-truck plumbing business grow to 38 trucks in seven months? Or a \$2 million HVAC company grow to \$9 million in four years? How about a 2-truck Electrician growing at an 80% clip?

HOW'D YOU HEAR? Adam Armbruster | Jodi de Riszner
Hard to believe advertisers *still* measure results using the customer survey, a seriously flawed technique. When salespeople help clients set the criteria for proper measurement, everybody wins.

IS THAT YOUR FINAL OFFER? Jodi de Riszner
The recession has changed advertising forever, especially the creative. What offers resonate with today’s customer? What things do we need to include in the message to greatly increase the probability of success?

LEGAL PROCEDURES Adam Armbruster
Did you know what today’s legal firms expect from you? What are their key criteria for success, and how can we deliver consistent results? There are new rules to this game, including those from the FTC.

LOADING THE PIPELINE Lynne Edwards
One of the hardest things to do in media sales is to get the call. Is it possible to have a prospect pipeline that never runs dry? Yes it is -- and getting there isn’t as hard as you’d think.

REVENUE ROUNDTABLE Mac McDonald
This breakout session picks up where the general session leaves off, with a growing list of outside-the-box ideas to generate immediate revenue. Mac will get things rolling with 10 hand-picked winners.

Please fill-out and submit the smaller breakout form.