



CONVENTION 2020

Thursday, April 2

- 8:00am Registration Opens
- 9:30-11:00 OAB/OBEA Student Day Career Fair
- 11:30-1:15 Student Appreciation Luncheon & Awards Ceremony
- 1:30-3:00 "Don't Be A Garden Gnome: Little Tips To Help Your Standups Stand Out"
Joe Little, MMJ, Director of Storytelling, NBC 7 San Diego
- 1:30-3:30 SUPER SESSION: "Rising Above Your Distracted and Overwhelmed Salesforce"
Derron Steenbergen, The Swagger Institute
- 3:30-4:30 "Legal & Regulatory Q&A"
David Oxenford, Wilkinson Barker Knauer, LLP
- 6:30-9:30 Welcome Reception, Dinner, and Texas Hold 'Em Tournament
Eat, drink, and bluff! We provide the chips; you bring the luck.

Friday, April 3

- 7:00-9:30 Registration Opens, Continental Breakfast
- 7:30-8:00 SBE & Exhibitor Breakfast
- 8:00-4:00 Exhibits Open
- 8:30-4:00 SBE Engineering Conference
- 8:30-10:00 SUPER SESSION: "Managing the Sales Management Process"
Matt Sunshine, The Center for Sales Strategy
- 9:00-10:30 "Surviving and Thriving as a Storyteller"
Joe Little, MMJ, Director of Storytelling, NBC 7 San Diego
- 10:15-11:30 "How to Turn a Contact into a Connection into a Customer!"
David Rich, Rich Ideas
- 10:45-11:45 SUPER SESSION: "Five Ways Social Media Can Create More Audience and Ratings"
Mark Ramsey, Mark Ramsey Media
- 12:00-1:20 OAB Membership Luncheon and Hall of Fame Program
*Induction of **Lee Anderson** into OAB Hall of Fame*
- 1:30-2:45 "Powerfully Position Yourself with Your Advertisers' Competitive Advantage"
Gary Moore, Local Broadcast Sales
- 1:30-2:45 "Video Streaming 2.0: Enhanced Streaming for Local Sports and Community Events"
Bill Countryman, Keystone Broadcasting
- 2:45-4:00 "Washington Update: Regulatory & Legal Review"
David Oxenford, Wilkinson Barker Knauer, LLP
- 3:00-4:30 Sports Session with Hall of Fame Inductee **Chris Lincoln**
- 4:00-4:30 "Streaming Music and Royalties to SoundExchange"
Travis Ploeger, SoundExchange
- 4:30-5:15 Annual Membership Meeting
- 6:00-9:30 Hall of Fame and Achievement Awards Reception & Banquet
*Honor the outstanding work of 2019. Induction of **Chris Lincoln** into Hall of Fame.*
- 9:30-11:00 After-Dinner Reception