



2017 CONNECTION

CONFERENCE AGENDA

**THURSDAY
NOVEMBER
9-2017**

TIME	SALON A & B	JR. BALLROOM	GRAND BALLROOM
8:00 am	OAB AGM MEMBERS ONLY	SALES SESSION Featuring Brandeis Hall, VP, Professional Development, Radio Advertising Bureau. Participants will receive an OAB/RAB certificate of course completion.	
9:00 am		And back by popular demand, the Advertiser Panel to answer the tough questions.	Tom Asacker Keynote Speaker
10:00 am		Awards Luncheon follows directly after this session in the Grand Ballroom – please join us there at 12:30pm	Understanding Generation X (25 - 54) Another great Audience Insights Focus Group
11:15 am			Radio Goes Mobile... Again
12:30 pm			AWARDS LUNCHEON
3:00 pm			Tony Chapman Keynote Speaker
3:45 pm			Radio Matters – Radio Connects Presentation Effective Local Media, a panel discussion
5:00 pm			Industry Executive Town Hall Panel
6:00 PM			RECEPTION



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