

VAB 88th Annual Convention Program

Thursday, June 19

11:00 a.m. Registration Opens
Seaside Registration

11:00 a.m. Best of the Best Class Meeting & Lunch
Calloway Room

11:30 a.m. VAB Board of Directors Meeting & Lunch
Goodman Room

3:00 p.m. - 4:30 p.m. **Airwaves to Action: The High-Conversion Broadcast Sales System**
Owen Van Syckle, Founder, Van Syckle Group
Ballroom Salons A-D

5:15 p.m. VAB Best of the Best Class Reception (for all current & alumni members)
Seaside Terrace

6:00 p.m. Welcome Reception (open to all attendees)
Seaside Terrace

Friday, June 20

7:00 a.m. Registration Opens
Seaside Registration

7:30 a.m. Past President's Breakfast (Registration Required)
Sinatra Room

7:30 a.m. Family Breakfast
Seaside Ballroom Salon E

8:15 a.m. **NAB Update**
Ray Quinones, Director, Government Relations, NAB
Ballroom Salons A-D

8:35 a.m. **Brooks Pierce Legal Update**
Tim Nelson, Partner, Brooks Pierce
Ballroom Salons A-D

9:00 a.m. **VAB Best of the Best Class Case Study Presentations**
Ballroom Salons A-D

10:30 a.m. Membership Meeting/Board Election
Ballroom Salons A-D

10:40 a.m. Kahoot!

10:50 a.m. – 12:00 p.m. **Brewing Authentic Connections: Podcasting & Social Media in Modern Broadcasting**
Kelli Lemon, Social Entrepreneur, Influencer, Director of Digital Programming for the Virginia Video Network
Ballroom Salons A-D

- AFTERNOON FREE -

6:00 p.m. 88th Annual VAB Awards Reception
Seaside Terrace

7:00 p.m. Awards Gala & Dinner
Seaside Ballroom Salons A-D

9:30 p.m. – 12:00 a.m. After Dinner Celebration
Ballroom Salon E

Saturday, June 21

7:30 a.m. – 9:30 a.m. Family Breakfast
Ballroom Salons A-C