

2025 Convention Schedule

Arkansas
Broadcasters
Association



Broadcast Synergy
Connecting-Sharing-Learning

September 14 & 15

Oaklawn Racing Casino Resort - Hot Springs, AR

Sunday – September 14

Time	Function/Activity	Location
12:00 pm	Exhibitor Move in/Set up	Exhibit Hall
2:00 pm-6:00pm	Registration Open – Exhibitors Available	Exhibit Hall Lobby
5:30pm -7:00pm	Opening Reception	Pool Deck – Wx Permitting
7:00pm	Dinner on your own	
8:30pm – 10:30p	Possible Hospitality Suite (not confirmed)	(Hours subject to change)

Monday – September 15th

Time	Function/Activity	Location
7:30am – 8:30	Breakfast Honoring Past Presidents	Event Center Hall B
8:30-9:30 am	Breakout Session – Management – Regulatory/Legislative Fireside Chat with NAB Sr. VP for Government Relations, Nicole Gustafson, ABA's FCC Attorney Frank Montero and ABA's Arkansas Lobbyist Lucas Hargraves.	Event Center –Hall B
9:30 – 12N	Breakout Session – News Al Tompkins – News Producing “TV Producers Essentials”	Event Center - Hamilton
9:30 – 10:45	Breakout Session – Sales AI Expert Henry Hays returns to help AE's learn to use AI for Prospecting	Room TBD
10:00am – 3:00pm	Breakout Session – Engineering – (Session Guests TBA)	Event Center - Ouachita
10:45 – 11:15am	Morning Refreshment Break – Visit Exhibitors (Sponsored by Marketron NXT)	Exhibition Hall
11:15am – 12:30	Breakout Session – Sales & Management Keynote – Brandeis Hall – Popular broadcast sales trainer will bring her “Level Up” workshop to the ABA.	Event Center – Catherine & DeGray
12:30pm – 1:30pm	Arkansan of the Year Luncheon <i>Sponsored by UAMS</i>	Event Center Hall B (Ticketed event-included in Full Registrations)
1:45 – 3:00 pm	Breakout Session – Creating Content that can be streamed and monetized. Presenter: Mike McVay	Event Center – Catherine & DeGray
3:00pm – 3:30 pm	PM Refreshment Break – Visit Exhibitors (Sponsored by Marketron/NXT)	Exhibition Hall Lobby
3:30pm – 4:15pm	Annual Business Meeting / Elections– Members Only	Event Center – Catherine & DeGray

Schedule Continues on Next Page

2025 Convention Schedule



Monday – September 15, Continued

Time	Function/Activity	Location
6:00pm – 7:00 pm	Hall of Fame Reception	Exhibit Hall Lobby
7:00pm – 9:00pm	Annual ABA Hall of Fame Banquet	Event Center B
9:00 PM	Possible Hospitality Suite	

Tuesday – September 16

Time	Function/Activity	Location
7 am-8:30 am	Coffee/Continental Breakfast – Come and Go/no program attached	Room TBD
8:00 am	ABA Board Meeting Breakfast	Board Room

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For more information, contact the ABA Office -501-227-7564
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