

# 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	Member Registration Open – Exhibitors Available	Exhibit Hall Lobby
5:30pm -7:00pm	<b>Opening Reception</b>	Pool Deck – Wx Permitting
7:00pm	Dinner on your own	

## Monday – September 15th

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

## Tuesday – September 16

Time	Function/Activity	Location
7:30am-9am	Coffee/Continental Breakfast – Come and Go/no program attached	Room TBD
8:00 am	ABA Board Meeting Breakfast	Board Room

We want to thank our Gold Sponsors



Sponsor of Welcome Reception and Engineering Workshop



Sponsor of Arkansan of the Year Luncheon



Sponsor of the ABA Hall of Fame Banquet



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