



NYSBA 2016 Digital Leadership Academy

Welcome to The New York State Broadcasters Association's 8th Annual Digital Leadership Academy!

The Digital Leadership Academy Vision: To recognize the most advanced digital advertising sellers and help them generate even more digital revenue for their stations.

**Conrad Hotel – New York, NY
FRIDAY, JUNE 10th**

Registration & Breakfast

8:00am – 9:00am

Welcome Keynote

8:45am – 9:30am

Speaker

Dan Shelley – SVP Digital Content Strategy, iHeart Media

Advanced Digital Sales

Digital Ad Agencies Share Innovative Multi-Platform Strategies + Campaign Ideas

9:45am – 10:45pm

Speakers:

Gabe Garner – SVP Business Planning, firstborn

Mark DiMassimo - Chief, DiMassimo Goldstein

Natasha Markley – Lead Strategist, Brooklyn Brothers

Moderator

Stephen Warley - DLA Program Director



**FOR SPONSORSHIP INFORMATION CONTACT:
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Digital Sales 101

How to Sell Basic Digital Advertising Products More Effectively

9:45am – 10:45pm

Speaker

Greg Gibbons – Digital Media Manager, WSYR-TV

Digital Sales Idea Contest

All Attendees

10:45am – noon

Each attendee can show off their best digital sales idea for a chance to win
\$150 Amazon gift card.

Moderator

Stephen Warley - DLA Program Director

NYSBA Hall of Fame Luncheon

12:00pm – 2:00pm

Advanced Digital Sales

Alternative to Cold Calling: Generating Inbound Leads

2:00pm – 2:45pm

Speakers

Stephen Warley - DLA Program Director

Travis Cundy – Interactive Sales Manger, WHEC-TV

Digital Sales 101

Explaining the Value of Digital Advertising to Clients

2:00pm – 2:45pm

Speaker

Lisa Phillips – Digital Sales Manager, Connoisseur Media Long Island

All Attendees

Cool Sales Tools Exchange

3:00pm to 3:45pm

Share and learn about new digital sales tools to save you time **and** make you
money. Come ready to share YOUR favorite sales tools!

Moderator

Stephen Warley - DLA Program Director