



## CONFERENCE AGENDA

- 12:00p ET (9a PT) – **Platform Opens & Opening Remarks**  
Host: **Steve Lanzano**, *President & CEO, TVB*  
Guest: **Antonio Roman**, *EVP, Local Media Sales, TelevisaUnivision; Chair, TVB Board of Directors*
- 12:10p ET (9:10a PT) – **Category Keynote & LIVE Q&A: Legal**  
Host: **Brad Seitter**, *EVP Business Development, TVB*  
Guest: **Jenifer Weldon**, *Founder & Media Strategist, Fat Free Media*
- 12:30p ET (9:30a PT) – **Breakout Sessions Open**  
*Available for viewing until 6:00p ET (3:00p PT)*
- 1:00p ET (10a PT) – **Category Keynote & LIVE Q&A: Financial**  
Host: **Brian Allers**, *SVP, Business Development, TVB*  
Guest: **Brent Wilsey**, *President, Wilsey Asset Management*
- 2:00p ET (11a PT) – **Category Keynote & LIVE Q&A: Restaurant**  
Host: **Brian Wexler**, *SVP, Business Development, TVB*  
Guests:  
**Dawn Lelakowski**, *Owner, The Church Street Diner*  
**Mark Gains**, *GM, WVNC (Sagamore Hill Broadcasting)*
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## BREAKOUT SESSIONS

*Available 12:30p ET (9:30a PT) – 6:00p ET (3:00p ET)*

### **Broadcast TV: Myths vs. Realities**

Presented by: **Brad Seitter**, *EVP, Business Development, TVB*

### **Increase Your Auto Business: Winning Auto Strategies**

Introduction: **Zach Mullins**, *Chief Strategy Officer, Locality*

Host: **Brad Seitter**, *EVP, Business Development, TVB*

Guest: **Trisha Ripperger**, *SVP, Strategic Communications & Category Development, TVB*

### **Integrating Linear and Streaming for Local Market Success | Sponsored by Nielsen**

Presented by:

**Paul LeFort**, *Managing Director, Local TV Client Services, Nielsen*

**Michael Weinisch**, *VP, Local Audience Insights, Nielsen*

### **OTA's Second Act: Smarter Measurement | Sponsored by Comscore**

Presented by:

**Hanna Gryncwajg**, *SVP, Commercial, Comscore*

**Greg Dale**, *Chief Commercial Officer, Comscore*

### **Overcoming Objections to Broadcast TV**

Presented by: **Brian Wexler**, *SVP, Business Development, TVB*

**Resilience in Sales: Finding Power in Rejection | Sponsored by Next Women**

Presented by: **Laura Cable**, *Motivational Speaker*, Laura Cable Speaks

**Selling Broadcast TV in a Digital World**

Presented by: **Brian Allers**, *SVP, Business Development*, TVB

**Turbocharging TV Revenues: The Digital Way | Sponsored by SureWaves MediaTech, Inc.**

Presented by:

**Dan Lyons**, *President*, SureWaves MediaTech Inc.

**Abhinab Mishra**, *Product Manager*, SureWaves MediaTech Inc.

**Shruti Singh**, *Product Manager*, SureWaves MediaTech Inc.

**Sourita Poddar**, *Product Manager*, Surewaves MediaTech Inc.

**TV Success Story: Furniture**

Introduction: **Craig Broitman**, *President*, Katz Television Group

Host: **Brian Allers**, *SVP, Business Development*, TVB

Guests:

**John W. Klinker**, *Marketing Consultant*, KETV (Hearst)

**Lisa Sabels**, *President*, Amish Furniture of Nebraska