



NEW REVENUE STREAMS **Using Interactive and NTR to Hit Budget**

RAB Training Academy - Dallas

July 27 9am-4pm: ***MAKING MONEY WITH INTERACTIVE***

July 28 8am-Noon: ***NTR FOR MONEY AND FUN***

Attend either or both!

This one and a half day session is for sellers, sales managers, NTR directors, and webmasters looking for ways to capture non- spot revenue!

THURSDAY, 9am–4pm: Increasing Your "Net" Worth: Making Money with Interactive.

Digital media is exploding! New media is encroaching upon traditional Radio and ad revenues are at risk. Borrell Research says this year: "The top website in most large markets will generate more ad sales than the top radio station in that market."

Grow your station revenues by stepping up your Interactive revenue efforts. The time is right. Join RAB's John Potter and come away with:

1. **An awareness of the Interactive marketplace**, including an understanding of the value of Interactive to marketers and advertisers.
2. **Solutions:**
 - a. How to describe your Interactive audience (metrics);
 - b. How to create specific sales opportunities;
 - c. How to organize your Interactive systems and workflow.
3. **A sales structure for creating your inventory of Interactive products**, including how to package Interactive, how to price it, and systems to control Interactive yield management.
4. **Presentation skills** to create and communicate sales opportunities that motivate advertisers to buy.
5. **Tips** on how to get results for your advertisers and turn them into long-term Radio/Interactive clients.

FRIDAY, 8am–Noon: NTR for Money and Fun

Think NTR can't make money AND be fun? Come learn from RAB's Brandeis Hall as she guides you on an in-depth journey through:

- NTR 101, A basic understanding of Manufacturer Funding via Co-op and NTR. What you need to know before you choose your campaign, pursue the dollars, or close the deal.
- Event and Cause Related Marketing covers the two most visible forms of NTR. A look at the elements needed to sell a stellar campaign; obstacles to watch for; and idea starters for your format.
- 10 Keys to NTR Sales Success, your step-by-step guide to putting it all together. Includes: Taking inventory of what you have to sell, packaging your campaign, prospecting, making the sale, re-caps, and more!

About the presenters:

RAB Vice President/Director of the Radio Training Academy John Potter

John works with hundreds of sellers each year. He has an extensive list of credentials in the Interactive arena. As Vice-President of Clear Channel Interactive, he led a team of six regional sales managers who trained Radio stations around the country on how to sell local advertising and sponsorships on their websites. His training programs included how-to instruction on creating and controlling inventory; pricing; trafficking banner ads, pop-ups/unders, sponsorships and audio commercials; invoicing and tracking receivables. John created training for webmasters, program directors and promotion directors to make their websites useful to users, profitable for advertisers, and powerful as a branding tool for the Radio stations.

RAB Vice President NTR and Co-op Brandeis Hall

With nearly 15 years in Radio, Brandeis' experience has ranged from promotions to marketing, sales to research, and from management to on-air. In her current position, Brandeis offers Radio stations vibrantly creative solutions for their clients, helping them find and maximize revenue sources outside of traditional advertising budgets.

Investment:

- Thursday INTERACTIVE only (includes lunch).....\$199**
- Friday NTR only.....\$ 99**
- BOTH (includes Thursday lunch and dinner).....\$289**

Class size limited to thirty students.

Rooms at your suggested Dallas hotel, The Staybridge Suites start at just \$97.99 per night. Call 972-465-9400 for reservations.

**To reserve your seat, contact Mark Levy:
972 753 6756 or mlevy@rab.com**

