



Certified Radio and Integrated Marketing Consultant

New from RAB Professional Development, an advanced training and certification course designed to help you take your career into the next generation of media sales: The Certified Radio and Integrated Marketing Consultant (CRMCi). The CRMCi is designed from the ground up to teach today's radio sellers how to effectively communicate radio's broad and multi-platform assets and help drive revenue growth at the station level.

This new professional development training course is built upon the heritage of the Certified Radio Marketing Consultant (CRMC) program, originally created to educate radio sales executives. CRMCi builds upon that course to go one step further by training sellers in becoming integrated marketing consultants to their advertising clients regardless of market size.

Specific program topics include:

- The Role of an Integrated Marketing Consultant
- Take a Deep Dive into Your Key Accounts
- Customer-Centric Selling
- Learn Your Clients' Objectives, Then Manage Each Account
- What Marketers Want
- Working with Advertising Agencies
- Working with Direct Accounts' Creative Needs
- Extreme Co-Op and Alternative Funding
- Event Marketing: The Experiential Component of Your Integrated Campaign
- The Art of Negotiation
- Just the Facts, Please
- Case Studies and Success Stories

Featured speakers and participants include leading media experts such as:

- Jim Boblett, Jay Advertising
- Greg Glenday, President, Clear Channel Connections
- Tammy Greenberg, SVP Business Development, Radio Advertising Bureau
- Jeff Haley, President and CEO, Radio Advertising Bureau
- Lori Hiltz, EVP, Managing Director, MPG
- Sheila Kirby, SVP, Sales Development and Training, CBS Radio
- Rich Lobel, EVP CBS Radio, Altitude Group
- Bob McCurdy, President, Katz Marketing Solutions
- Nancy Ryan, Director, Media, Integrated Marketing Communications, Allstate
- Natalie Swed Stone, US Director National Radio Investment OMD
- Kim Vasey, Managing Partner, Director of Radio, Group M
- Jennifer Williams, Director of Interactive Marketing, Greater Media

Over the last 35 years, thousands of Radio sellers have become CRMC-certified. To encourage continued professional development, a special rate is available for a limited time for CRMC-certified sellers to build on their past training and complete their CRMCi training.

For more information or to register now, call Jeff Schmidt at 972-753-6765 or email jschmidt@rab.com.

