

Friday <b>March 3</b>	9:00am- 9:45am	10:00- 10:45am	11:00- 11:45am	12:00pm- 1:00pm	1:15pm- 2:15pm	2:30-3:30	3:45-4:45	5:00-6:00
<b>PennTop South</b>	<b>Another Great Session Coming Soon!</b>	<b>Another Great Session Coming Soon!</b>		<b>Opening Keynote: Creating Powerful Radio</b>	<b>Another Great Session Coming Soon!</b>	The Future of Music	Sports Radio with ESPN's Justin Case	An Audience with Q104.3 – New York's Classic Rock!
<b>PennTop North</b>	<b>Another Great Session Coming Soon!</b>	Thifty Media Tips	<b>Another Great Session Coming Soon!</b>		Marketing & Promotions without a Budget	An Audience w/ 107.5 WBLS & Skip Dillard	An Audience with CMJ and Record Reps	<b>Another Great Session Coming Soon!</b>
<b>SkyTop</b>	<b>Another Great Session Coming Soon!</b>	<b>Another Great Session Coming Soon!</b>	<b>Another Great Session Coming Soon!</b>		An Audience with WPLJ-NYC Morning Show	Creating Effective Video for Radio	<b>Another Great Session Coming Soon!</b>	Social Media and Your Station
<b>Madison</b>	<b>Another Great Session Coming Soon!</b>	<b>Another Great Session Coming Soon!</b>	<b>Another Great Session Coming Soon!</b>	<b>Another Great Session Coming Soon!</b>	<b>Another Great Session Coming Soon!</b>	Radio Sales as a Career (RAB)	Successful Marathon & Pledge Drives	How to Market Your Organization
<b>Paris Suite</b>	<p><b>Past. Present. Future</b></p> <p>77th Annual International IBS Conference</p> <p>March 3-5, 2017 Hotel Pennsylvania New York City</p> <p><b>Registration:</b> Opens Friday, March 3 at 8am on the 18<sup>th</sup> floor ballroom.</p> <p><b>Air Check and Resume Critique Sessions</b> Back again for 2017, you can sign-up for a time to sit down with a broadcast veteran and go over your materials. Sign-up at the 18<sup>th</sup> Floor Registration Table.</p>							
<b>London Suite</b>	Working with Athletics Departments	Live in Studio Performances: How and Why	Winning Awards and their Benefits					
<b>Zurich Suite</b>	<b>Another Great Session Coming Soon!</b>	When the Instruction Manual isn't There	Ethics: What to Do (or not) and When					
<b>Budapest Suite</b>	Training Your Staff: How to Keep Them Inline	<b>Another Great Session Coming Soon!</b>	Creating Dynamic Sports Broadcasts					
<b>Board Room</b>	<b>Another Great Session Coming Soon!</b>	<b>Another Great Session Coming Soon!</b>	Emergency Broadcasts: Your Station Can Help					
<b>Bombay Suite</b>	Jazz Radio Panel	IBS and Backbone Network	FCC Rules & Regs: What's New for 2017					
							HS Faculty Advisers Roundtable	Sports Directors Roundtable
							Air Check and Resume Critiques	Air Check and Resume Critiques
							Air Check and Resume Critiques	Air Check and Resume Critiques

<b>Saturday March 4</b>	<b>9:15-10:00</b>	<b>10:15-11:00</b>	<b>11:15- 12:15</b>	<b>12:15- 1:00pm</b>	<b>1:15-2:15</b>	<b>2:30-3:30</b>	<b>3:45-4:45</b>	<b>5:00- 6:15</b>	
<b>PennTop South</b>	<b>Another Great Session Coming Soon!</b>	<b>Another Great Session Coming Soon!</b>	<b>Super Session: Marketing Made Easy</b>	<b>Lunchtime Acoustic Concert</b>	An Audience with Touring Musicians	Artist & Musicians Q&A			<b>2017 IBS Awards</b>
<b>PennTop North</b>	<b>Another Great Session Coming Soon!</b>	Creating News/Talk Content that Counts	<b>Super Session: Show Prep 101</b>		An Audience with College Radio Day	Management Bootcamp	Generating Income Through Underwriting		<b>Join us for the 2017 IBS College and High School Radio Awards!</b>
<b>Skytop</b>	<b>Another Great Session Coming Soon!</b>	Get Started Podcasting	<b>Super Session: Breaking into Screenwriting</b>		Blurred Lines: Issues in Music and Rights	Show Prep for Music Shows	Video in the Radio Studio		
<b>Madison Room</b>	What is Intellectual Property?	Making Money with Your Mouth: Breaking into Voiceovers			Best Practices for Landing Your First Job	Engaging Listeners with Live Music Data	Women in Media		
<b>Paris Suite</b>	Academic Planning for Media Careers	FCC Questions & Answers			Create Another Outlet: WIUX Story	Use Everyday Technology in Studio	Building Your Own Brand		
<b>London Suite</b>	Technology for Non-Engineers	Dodging the Knife: Dealing with Budget Cuts			Working with Administration and Deans	Copyrights and Royalties	Stronger News Products for Your Station		
<b>Zurich Suite</b>	Programming Your High School Station	Software Solutions for Production			Run Your Station on Free Software	Making great Public Service	Blogs, Photos and Web: Legal Issues		
<b>Budapest Suite</b>	Community College Roundtable	Engineering Purchasing Decisions			The Art of the Interview	Programming College Radio	How to Manage Your Volunteers		
<b>Board Room</b>	Faculty Advisers Round Table	Program Directors Roundtable			Music Directors Roundtable	Production Directors Roundtable	Promotions & Marketing Roundtable		
<b>Bombay Room</b>	Air Check and Resume Critiques	Air Check and Resume Critiques			Air Check and Resume Critiques	Air Check and Resume Critiques	Air Check and Resume Critiques		

**Also Take this  
time to also  
visit our the  
18<sup>th</sup> Floor  
Vendors**

**Sunday March 5  
@ 10am:**  
Join IBS Board  
Members in the  
*Madison Room*  
on the 18<sup>th</sup> floor  
for the 2017  
Wrap-Up &  
Feedback