

# New ways for a new decade



BCAB 63<sup>rd</sup> ANNUAL CONFERENCE  
MAY 5-7 2010 VICTORIA BC

Never has it been more important to carve out a specific and unique value proposition for your organization than it is today.

When we started working on this year's British Columbia Association of Broadcasters 63rd Annual Conference this May in Victoria we knew it would be difficult to get your attention. Our goal is to provide you and your team with extraordinary take-home value in order to help you make a difference to your business and move forward.

We all know the current economy is unpredictable; operating costs are under intense scrutiny and regulations are imposing and formidable. Traditional media has been turned on its head by the Internet and is challenging sources for advertising and audience share. Demographic shifts in the population pressure us to migrate in new directions as we try to keep up and maintain the attention of a technological savvy generation. Consumers and advertisers alike are cautious. Competition is intense as businesses are scrambling for the winning formula to attract customers, remain profitable, survive and prevail.

## What are you going to do that's different?

From May 5 to 7, the BCAB will present the only broadcast-related conference in Canada that looks at the business of broadcasting with actionable ways to thrive into the next decade. Join some of the best and brightest minds in our field as they discuss how to overcome these very issues.

This year's roster of speakers and panellists is outstanding:

Joining us will be Mark Ramsey, author of *Making Waves: Radio on the Verge*, as well as Bob Garfield who wrote *The Chaos Scenario* describing the death of mass media. Don't panic—just attend the seminar and find out how it affects you.

Another guest speaker, Roy Osing, prophetically announces "*Be Different or Be Dead!*" Find out what he means as he provides his perspective on what it will take to prosper in the years ahead.

Do you remember the man who successfully traded a red paper clip for a house? Kyle MacDonald will explain how he did it and what you can learn from his experience with social media.

Other speakers include Larry Rosin of Edison Research—who will present the latest results of Edison's Arbitron 2010 tracking poll—and John Parikhal of Joint Communications who will speak about the five trends reshaping media and what we broadcasters can do about it.

This year's panels include something for everyone.

What's happening in a new PPM world moderated by JJ Johnston—with Lesley Conway-Kelley of Astral Media Radio Sales, Jeff Vidler of Vision Critical, Tim Monaghan of Cossette Media, Gary Belgrave of Radio Marketing Bureau and Catherine Kelly of BBM Canada—will explain what the new world of measurement looks like and how it will affect how you sell and program in large, medium and small markets.

How should radio change for a new decade? Dave Charles is back from Australia with Byrnes Media and will moderate our programming panel with some of the best in the west. Find out what it will take to keep your stations on top. Panellists include Chris Duncombe (a.k.a. Dunner) of 99.3 The Fox Vancouver, Ronnie Stanton of Virgin Radio Vancouver, Tom Plasteras from CKNW 980AM Vancouver, Mark Burley of Astral Media Radio in Kelowna and John Shields of 100.3 The Q!/The Zone at 91.3 Victoria.

Last, but not least, we are honoured to have our Radio Presidents Panel with Jacques Parisien of Astral Media Radio, Rick Arnish of Jim Pattison Broadcast Group, Chris Gordon of CHUM Radio, Paul Ski of Rogers Media and Terry Coles of Vista Radio. Find out what life is like at 30,000 feet with a fast-paced interactive session with Dave Charles in the pilot's seat.

There will be golf beside the ocean and a little magic with Eric Samuels to remind us that this business is fun! Our conference will end with the President's Dinner and Awards Gala celebrating the best in radio and television.

So come and see us this May. You can't beat the price at \$249 for non-members as well as members.

If you're wondering how to keep up with the rapid pace of change in broadcasting and do not want to be left behind, register early online at [www.bcab.ca](http://www.bcab.ca) as registration is limited.

*BCAB Conference Chair Don Shafer is Vice President & Regional Manager of Astral Media Radio G.P. (B.C. Interior Group). He may be reached by e-mail at [dshafer@radio.astral.com](mailto:dshafer@radio.astral.com).*