

ARKCON 2022

Thursday, May 12:

12pm-4pm: Registration Open

4pm - 6pm: Opening Cocktail Reception

6:30pm - 8:30pm: Reception and Dinner for ABA Past Presidents and Current Board Members (**Location: Old State House, next door**)

8:30pm - 10:30pm: Hospitality Suite (**Location: Presidential Suite Room 1201**)

Friday, May 13:

From the hours of 9am-2pm, there will be a fifteen minute break toward the end of every hour for guests to refresh.

7am: Registration Open

8am - 8:45am: Breakfast & ABA Business Meeting

9am - 9:45am: Josh Braun from BlueFrame Technology: How Broadcasters Need to Video Stream Their High School Sports

10am - 10:45am: Josh Braun from BlueFrame Technology: Why Stations Should Be Video Streaming

11am - 11:45am: Legal & Regulatory Fireside featuring FCC Counsel Frank Montero of Fletcher, Heald, & Hildreth and Larry Walke of NAB.

12pm - 1pm: Keynote Luncheon featuring Keith Jackson

1pm - 1:45pm: Jeff Schmidt from RAB: What Now, What Next?

2pm - 3pm: Jeff Schmidt from RAB: Branding Strategies for Selling and Keeping Long-term Ecstatic Advertisers