

Florida Association of Broadcasters
2010 Summer Workshop Tentative Agenda
June 23 - June 24, 2010
Four Seasons • Palm Beach, Florida

Wednesday June 23, 2010:

- 12:00-2:00pm: Welcome Lunch**
- 2:00-5:30pm: Workshops:**
- **FCC Political Advertising Workshop**
 - Bobby Baker, FCC Head of the Political Programming
 - Matt Leibowitz, FAB General Council
 - **Equal Employment Opportunity Training**
 - Matt Leibowitz, FAB General Council
 - **2010-2011 Florida Economic Overview**
 - **Elections 2010 & 2011 Legislative Agenda Outlook**
 - **Washington Update**
- 6:30-7:30pm: Reception**
- 7:30-9:30pm: FAB Annual Dinner**
- A Salute To The Life of Bill Brooks, Former FAB Chairman Emeritus
- 9:30-11:00pm: Cigar Night with Dave Zepowitz**

Thursday June 24, 2010:

- 8:30-9:30am: Continental Breakfast**
- 9:30am-12:00pm: Workshops:**
- **EAS: Future Technology**
 - **Hurricane Season & DEM Updates**
 - **Deepwater Horizon Oil Spill Update**
 - **Advertising Projections from 2010 to 2012**
 - DDB Miami
 - St. John & Partners
 - Zimmerman
- 12:00-1:30pm: FAB Annual Meeting & Luncheon**
- "The Future of Broadcasting"