

Agenda

Wednesday / Aug 8th



2018 MARKETRON
USER SYMPOSIUM

Aug 8-9 Philadelphia

6:30–7:00am **Optional “Sunrise Yoga” to start your day** in the Sporting Club

8:00–9:00 **Breakfast & Registration** in XIX Restaurant and Promenade

9:00–9:30 **Opening Welcome Session & Roadmap** in Room A
– with Michael Collins & Russ Girdler

9:40–11:50 ● **Marketron Traffic Sessions** in Room A
Getting the Most from Marketron Traffic: Using Functionality Introduced since 8.0 – with Christy Anderson & Ker-B
Break Fill Prioritization, Multiple Log Generation, Duplicating Worksheets to Other Stations, Condensed Invoicing with Electronic Invoicing

Common Problems that Creep in Over Time and How to Solve Them – with Christy Anderson

Log/Clock Setup Issues, Advertiser and Competitive Separations, Contract Entry Problems, Priority Code Optimization, Scheduling Factors, Break Fills

– or –

● **Visual Traffic Sessions** in Room B
VT 6 is Coming – with Vickie Best & Scott Zumbiel
Overview and Content Discussion

VT in the Cloud – with Vickie Best & Scott Zumbiel
Is it Right for You?

– or –

● **Breakout Session** in Room C
Ask the Insight Doc – with Cole Croshaw

12:00–12:50 **Lunch** in XIX Restaurant with sessions in Room A
Building a Better Mousetrap – with Russ Girdler
How we Develop Products around Customer Feedback
Getting the Most from MyMarketron and Idea Vault
– with Jeff London

Continued ►

1:00–2:50

● **Marketron Traffic Sessions** in Room A

Tricks to Maximize System Performance

– with Ker-B & Scott Zumbiel

Contract Clean-up, Copy Clean-up, Addressing Cluttered Automation Folders, Using the Market/Home Drive

Making Network Connect Work for You

– with Christy Anderson, Vickie Best & Scott Zumbiel

New Networks, Revenue on Network Connect Orders and Makegoods, How to Avoid Problems Before They Happen

Stop Sending Times Reports – with Vickie Best & Scott Zumbiel

Save Time and Improve Customer Touchpoints with Proof of Performance

– or –

● **Visual Traffic Sessions** in Room B

Advanced Reporting Capabilities – with Marcia Chase

Inventory Reporting, billing Reports, Political Rate Reports, Advanced Sales Reporting, Historical Sales Reports, Copy Reports

Streamlining Workflow – with Marcia Chase

Copy Plans, Credit Policies, Multi-Week Scheduling

– or –

● **Breakout Session** in Room C

Ask the Insight Doc – with Cole Croshaw

2:50–3:10

Afternoon Coffee/Snack Break in Promenade

3:15–5:00

● **Marketron Traffic Sessions** in Room A

Get Ready for Orders 360 – with Pat Higdon, Cole Croshaw & Scott Zumbiel

See the Latest Product, Discuss Benefits, Availability Timing, Other Preparatory Steps

Advanced Inventory Management Techniques

– with Christy Anderson & Scott Zumbiel

Advanced Inventory Reporting, Configuring the System to Do Much of the Work, Optimizing Dayparts

– or –

● **Visual Traffic Sessions** in Room B

Ensure You Get Paid – with Marcia Chase

Best-practice Billing Practices Often Overlooked

Log Templates and Log Editing – with Marcia Chase

Making Your Logs Work for You

Continued ►



6-7pm

Cocktail Reception in the Conservatory

7-9pm

Dinner in the Conservatory

Day 2 ►

Agenda

Thursday / August 9th



2018 MARKETRON
USER SYMPOSIUM

Aug 8-9 Philadelphia

6:30–7:00am **Optional “Sunrise Yoga” to start your day** in the Sporting Club

8:00–9:00 **Breakfast** in XIX Restaurant

9:00–10:15 ● **Sessions for All** in Room A
A New Way to Pay: Advertising Portal, eStatements, eNotary, and PayNow - with **Vickie Best & Pat Higdon**
New Functionality Overview, Advertising Portal Deep-Dive, Better Ways to Implement Electronic Invoicing Using the Advertising Portal, PayNow Secrets to Getting Customers to Pay Online

10:15–10:30 **Coffee Break** in Promenade

10:30–12:00 ● **Marketron Traffic Sessions** in Room A
Common Support Items and Challenges
- with **Ker-B & Christy Anderson**
Problem Solving Roundtable with Your Peers

- or -

● **Visual Traffic Sessions** in Room B
Common Support Items and Challenges
- with **Scott Zumbiel & Marcia Chase**
Problem Solving Roundtable with Your Peers

12–12:50pm **Optional Boxed Lunch**
Feel free to stay and chat with the Marketron Team or take it on the go!