

# Agenda

## Wednesday / Aug 8<sup>th</sup>



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 Promenade and Room A

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 & Steven Kearby  
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  
Overview and Content Discussion

**VT Cloud** – with Vickie Best  
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 Steven Kearby & 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

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

**Stop Sending Times Reports** – with Vickie Best

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

See the Latest Product, Discuss Benefits, Training and Certification Programs and User Preparation, Availability Timing, Other Preparatory Steps

**Advanced Inventory Management Techniques** – with Christy Anderson

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 9<sup>th</sup>



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 **Steven Kearby & 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!