



## Free Sales Webinar Today (6/23) at 12pm!



### Help Your Local Clients Turn COVID into a Once-in-a-Lifetime Opportunity!

**Tuesday, June 23rd at 12:00-12:40PM**

**REGISTER**

- Attendees can access the survey data for FREE along with 60-day access to sales tools to assist in using the data.
- Create compelling presentations quickly to help clients realize shopping opportunities for their business.

Bonus LBS webinar presented by John Marling, President of Pulse Research and Gary Moore, President of Local Broadcast Sales.

The COVID-19 pandemic has changed household shopping plans for every business in your market. The new reality is that all local businesses face unprecedented uncertainty. They don't know what the next week or a couple of months will bring.

To provide answers and help your local businesses, LBS Research conducted a major COVID-19 impact shopping survey. The survey results will be made available to all attendees compliments of LBS!

Hear practical, street-ready recommendations on how media sellers can win back more revenue and how to equip your team for effective post-COVID selling.

## VAB Virtual Annual Meeting Wednesday 6/24

# ANNUAL MEETING



CONNECTION • INSPIRATION • RECOGNITION

Although Coronavirus forced us to cancel the VAB's 65th Annual Meeting, Convention and Commercial of the Year Awards, the VAB will still hold a Virtual annual meeting via ZOOM for our members!

**Wednesday, June 24th from 1:30-2:30PM**  
join the ZOOM meeting at:

[https://us02web.zoom.us/j/86895873906?  
pwd=NkNxM0k4eG9JWnJSc00xUkFHcG56QT09](https://us02web.zoom.us/j/86895873906?pwd=NkNxM0k4eG9JWnJSc00xUkFHcG56QT09)

or dial 929-205-6099

Meeting ID: 868 9587 3906 | Password: 041375

## Free Sales Webinar Wednesday 7/1: Maximize your Profile, Develop Your Business and Generate Leads with LinkedIn

Wednesday, July 1st at 3:00PM



Presented by Chris Miller

Zoom Meeting link <https://zoom.us/j/5575725144>

Why Should I Use LinkedIn? And how can it Help My Sales? In this webinar you will learn how to:

- Create a personal brand as industry expert
- Grow your network
- Establish yourself as a trusted advisor and leader
- Create a Profile that will market, attract, and sell for you
- Target prospects using Advanced Search
- Use LinkedIn to market and promote you, your products / services, and your business

## Broadcasters COVID-19 Resource Pages



VAB has created a comprehensive set of resources for the TV and radio departments that need the most support during the COVID-19 Pandemic and Governor Scott's "Stay Home, Stay Safe" Order.



Sales  
Resources



News Dept.  
Resources



Operations & PD  
Resources



Owners & GMs  
Resources

