

Television and Radio Broadcasters' Guide to the 2024 NAB Show





NAB Show: Where Broadcasters Learn, Network and Innovate

Learn about how television and radio broadcasters can capture maximum ROI at the 2024 NAB Show, April 13-17, at the Las Vegas Convention Center with this curated pre-Show guide.

Navigating NAB Show

You can find all broadcast-focused content and exhibits in these key areas:

- [West Hall](#)
 - [Broadcast District](#) – Second Floor Conference Rooms
 - [TV and Radio HQ](#) – W231-W232 (Second Floor)
 - [Capitalize](#) and [Connect](#) Show Floor Zones
- [Central Hall](#)
 - [Main Stage](#)

Broadcast District

The official home for the TV and radio broadcast community at NAB Show, located in the West Hall, second floor.

Enjoy a curated conference experience featuring educational sessions, networking and special events, all in one convenient location.



Featured Conferences:

- Core Education Collection (formerly NAB Show Conference)
 - *Capitalize, Create and Connect* sessions focused on [TV](#) and [radio](#)
 - [NAB Small and Medium Market Radio Forum](#)
 - [Broadcast Engineering and IT Conference](#)
- [NAB Diversity Symposium](#)
- [NAB Leadership Foundation's Focus on Leadership Speaker Series](#)
- [#GalsNGear CONNECT Women's Leadership Summit](#)

Conference badge access may vary.

TV and Radio HQ

PRESENTED BY COMSCORE

The premier networking destination for the television and radio broadcast community at NAB Show, located in the Broadcast District.

HQ Hours: Sunday, April 14 - Tuesday, April 16, 9 a.m.-6 p.m.

Inside HQ:

- **NAB Member Lounge** - Connect with fellow NAB members, host impromptu meetings, relax and enjoy complimentary refreshments.
- [NAB Sip-and-Speak Series](#) – Brought to you by SoundExchange, join us for a daily series of quick, intimate Q-and-A discussions with today's most influential leaders in broadcasting.
- [Discussion Den](#) - Join your colleagues for a series of deep-dive discussions and workshops on industry hot topics.
- **Happy Hour Events** - Enjoy complimentary cocktails and entertainment while networking with your TV and radio peers.
 - [Radio Happy Hour](#) - Monday, April 15 | 4-5:30 p.m.
 - [TV Happy Hour](#) - Tuesday, April 16 | 4-5:30 p.m.



Broadcasters on the Main Stage

Join us at the [Main Stage](#) in Central Hall to hear from media trailblazers and celebrate the achievements of fellow broadcasters.

[NAB Show Welcome](#) - Monday, April 15

The official 2024 NAB Show broadcaster welcome event:

- State of Industry Address – featuring Adrienne Bankert and Ameca
- 2024 Distinguished Service Award
- 2024 Insight Award – Soledad O’Brien



[NAB Broadcasting Hall of Fame](#) - Monday, April 15

- 2024 NAB Television Hall of Fame inductee – America’s Most Wanted
- 2024 NAB Radio Hall of Fame inductee – Donnie Simpson
- NAB Digital Leadership Award recipient – Sun Sachs, Townsquare Media



[We Are Broadcasters](#) - Tuesday, April 16

- NAB Crystal Radio Awards
- NAB Crystal Heritage Award
- TV Chairman’s Award – Jennifer Hudson
- Engineering Achievement Awards for TV and Radio



Diversity, Equity and Inclusion (DEI) Programs

Educational programs and leadership empowerment events designed to inform, uplift and empower underserved communities will be located in W208-W209.

NAB Diversity Symposium - Sunday, April 14 - Monday, April 15

Designed to help all media and technology professionals develop corporate diversity, equity and inclusion (DEI) strategies and embrace diversity and inclusion in media and the workplace.



Focus on Leadership Speaker Series - Sunday, April 14

The NAB Leadership Foundation presents experts on leadership, management and organizational development.

#GALSNGEAR CONNECT Women's Leadership Summit - Tuesday, April 16

A half-day program geared to help you level up your career journey at every stage. Expand your network, get inspired and take your career where you want to go in media and entertainment.

More programming to be announced.



Television Sessions Schedule-At-a-Glance

Sunday, April 14

10-10:50 a.m. | W216-W217

Economic Outlook – TV and Radio: Identifying Opportunities and Concerns

10-10:50 a.m. | TV and Radio HQ

Discussion Den: How to Win the Recruiting/Talent Retention Battle for TV and Radio

11-11:30 a.m. | TV and Radio HQ

Sip-and-Speak: BPS (Broadcast Positioning System) – Why it Matters to Broadcasters

11-11:50 a.m. | TV and Radio HQ

Discussion Den: How Broadcasters Can Win Over Gen Alpha/Other Generations

11:30 a.m.-12:20 p.m. | W214-215

AI Strategies for Programmers – How to Leverage AI to Create Winning Content

1-1:30 p.m. | TV and Radio HQ

Sip-and-Speak: How to Leverage Real Time TV Engagement into Your Programming

2:30-3:15 p.m. | W208-W209

Leveraging Generative AI for Diversity and Inclusion: Balancing Benefits and Risks

3:30-4:15 p.m. | W208-W209

Empowering Diversity: Content Creators as DEI Changemakers

3-3:50 p.m. | W216-217

How to Create the Next Big Hit: Finding and Adapting Podcasts for TV and Radio

3:45-4:35 p.m. | W208-W209

The C-Suite's Big Three – Where are the Next Biggest Opportunities for Broadcasters – And Are You Prepared to Take Advantage of Them?

Monday, April 15

9:30-11 a.m. | Main Stage

NAB Show Welcome

11:15 a.m.-12:15 p.m. | W214-215

How to Maximize NEXTGEN TV's Content and Data Potential

Television and Radio Broadcasters' Guide to 2024 NAB Show

11:30 a.m.-12:20 p.m. | TV and Radio HQ

Discussion Den: M&A's Outlook on TV/Radio – a Look at the M&A Landscape and How to Prepare for Buying and Selling's Impact

12:15-12:45 p.m. | Capitalize Zone Theater

Innovative Broadcasting: Unleashing the Power of Live Social Platforms, Multiformat Magic and ROI Mastery in Livestreaming

1-2 p.m. | Main Stage

NAB Broadcasting Hall of Fame | Presented by Xperi

2:30-3:30 p.m. | W208-W209

Leadership Insights: Why Top Broadcast Executives are Staying Committed to DE&I

2:15-2:45 p.m. | TV and Radio HQ

Sip-and-Speak: PILOT NEXTGEN TV Fellowship

3:30-4:15 p.m. | W208-W209

Behind the Scenes: How Inclusivity in Media Production Impacts Creative Output

Tuesday, April 16

9-9:30 a.m. | TV and Radio HQ

Discussion Den: ATSC 3.0 for Station Executives and Managers

9:30-10:30 a.m. | Main Stage

We Are Broadcasters Ceremony

11:30 a.m.-12:20 p.m. | W216-W217

AI Strategies for Sales, Marketing and Operations – How to Leverage AI to Increase Revenue and Improve Efficiencies

12-12:30 p.m. | TV and Radio HQ

Sip-and-Speak: Emergency Disaster Preparation: How Comfortable are You with Your Plan (Do You Have One?)

12-12:45 p.m. | Capitalize Zone

How Can We Save Broadcast TV?

12-12:55 p.m. | NAB Member Lounge/TV and Radio HQ

Futuri Presents: A Meet-and-Greet with Surprise Guest (NAB members only)

1-1:30 p.m. | TV and Radio HQ

NAB Member Meetup: Ask the CEO
(NAB members only)

1:30-2:20 p.m. | W216-W217

Creating Winning Hyperlocal Programming Strategies

3-3:50 p.m. | W214-W215

The Future of FAST: Lessons Learned and What's Next

3-3:30 p.m. | TV and Radio HQ

Sip-and-Speak: Sharing Talent/Talent Integration Strategies Between TV and Radio

3-3:50 p.m. | TV and Radio HQ

Discussion Den: Ethnic Audience Broadcasting Trends

4-5:30 p.m. | TV and Radio HQ

TV Happy Hour

Radio Sessions

Schedule-At-a-Glance

Saturday, April 13

2-6 p.m. | W 213-215

Small and Medium Market Radio Forum and Reception

Sunday, April 14

10-10:50 a.m. | W216-W217

Economic Outlook – TV and Radio: Identifying Opportunities and Concerns

10-10:50 a.m. | TV and Radio HQ

Discussion Den: How to Win the Recruiting/Talent Retention Battle for TV and Radio

11-11:30 a.m. | TV and Radio HQ

Sip-and-Speak: Broadcast Positioning System (BPS0 – Why it Matters to Broadcasters

11-11:50 a.m. | TV and Radio HQ

Discussion Den: How Broadcasters Can Win Over Gen Alpha/Other Generations

11:30 a.m.-12:20 p.m. | W214-215

AI Strategies for Programmers – How to Leverage AI to Create Winning Content

1-1:50 p.m. | TV and Radio HQ

Discussion Den: Marketing Success Stories in Radio

1:30-2:20 p.m. | W214-W215

Why Radio 2024: Do Your Presentations Break Through the Clutter?

2-2:30 p.m. | TV and Radio HQ

Sip-and-Speak: A Programmers' Discussion – What's Working?

2-2:50 p.m. | TV and Radio HQ

Discussion Den: Measurement Metrics That Matter for Radio

2:30-3:15 p.m. | W208-W209

Leveraging Generative AI for Diversity and Inclusion: Balancing Benefits and Risks

3-3:30 p.m. | TV and Radio HQ

Sip-and-Speak: Leveraging Social Media to Increase Engagement

3-3:50 p.m. | W216-217

How to Create the Next Big Hit: Finding and Adapting Podcasts for TV and Radio

3-3:50 p.m. | W214-W215

Radio Works for Political

3:30-4:15 p.m. | W208-W209

Empowering Diversity: Content Creators as DEI Changemakers

3:45-4:35 p.m. | W208-W209

The C-Suite's Big Three – Where are the Next Biggest Opportunities for Broadcasters – And Are You Prepared to Take Advantage of Them?

Monday, April 15

9:30-11 a.m. | Main Stage

NAB Show Welcome

10:30-11 a.m. | TV and Radio HQ

Sip-and-Speak: We're All in Sales: Bridging the Gap Between Sales and Programming

11:30 a.m.-12:20 p.m. | TV and Radio HQ

Discussion Den: M&A's Outlook on TV/Radio – a Look at the M&A Landscape and How to Prepare for Buying and Selling's Impact

1-2 p.m. | Main Stage

NAB Broadcasting Hall of Fame | Presented by Xperi

2:30-3:20 p.m. | W214-215

DTS AutoStage – Your Station, Your Content, Your Analytics. Together We Define the Future of Radio in the Car

2:30-3:30 p.m. | W208-W209

Leadership Insights: Why Top Broadcast Executives are Staying Committed to DE&I

3-3:30 p.m. | TV and Radio HQ

Sip-and-Speak: How to Change or Revitalize Your Station's Brand

3-3:50 p.m. | TV and Radio HQ

Discussion Den: Crystals Awards Finalist Workshop – Advancing Your Brand (Invite only)

3:30-4:15 p.m. | W208-W209

Behind the Scenes: How Inclusivity in Media Production Impacts Creative Output

4-5:30 p.m. | TV and Radio HQ

Radio Happy Hour

Tuesday, April 16

9-9:30 a.m. | TV and Radio HQ

Sip-and-Speak: Using Sweepstakes Successfully to Grow Audience and Revenue

9:30-10:30 a.m. | Main Stage

We Are Broadcasters

10-10:30 a.m. | TV and Radio HQ

Sip-and-Speak: Beyond Branding: The Spirit of Audio to Drive Sales

10-10:50 a.m. | TV and Radio HQ

Discussion Den: How to Effectively Sell Digital Advertising Solutions

11-11:30 a.m. | TV and Radio HQ

Sip-and-Speak: Innovative Solutions to Expanding Limited Studio Space and Improving Workflow

11-11:50 a.m. | TV and Radio HQ

Discussion Den: Rolling the Dice: Sports Betting and Radio

11:30 a.m.-12:20 p.m. | W216-W217

AI Strategies for Sales, Marketing and Operations – How to Leverage AI to Increase Revenue and Improve Efficiencies

11:30 a.m.-12:20 p.m. | W214-215

Finding and Developing On-Air Talent: Creating a Winning Program

12-12:30 p.m. | TV and Radio HQ

Sip-and-Speak: Emergency Disaster Preparation: How Comfortable Are You with Your Plan (Do You Have One?)

12-12:55 p.m. | NAB Member Lounge/TV and Radio HQ

Futuri Presents: A Meet-and-Greet with Surprise Guest (NAB members only)

1-1:30 p.m. | TV and Radio HQ

NAB Member Meetup: Ask the CEO (NAB members only)

1:30-2:20 p.m. | W216-W217

Changing the Game: Creating Unique Sports Radio Programming

1:30-2:20 p.m. | W214-W215

Creating Winning Hyperlocal Programming Strategies

2-2:50 p.m. | TV and Radio HQ

Discussion Den: Radio's Point of Purchase Proximity Drives Revenue

3-3:30 p.m. | TV and Radio HQ

Sip-and-Speak: Sharing Talent/Talent Integration Strategies Between TV and Radio

3-3:50 p.m. | W216-W217

Maximizing Radio Revenue: Monetizing Everything You Create

3-3:50 p.m. | TV and Radio HQ

Discussion Den: Crystal Awards Finalist Workshop – Advancing Your Brand

3:45-4:15 p.m. | TV and Radio HQ

Sip-and-Speak: Music Licensing for Internet Radio: Learn the Basics

