

Welcome BBQ Friday March 2nd 2012

The welcome BBQ will be held at the studios of Voice FM 15 Dawson Street South, Ballarat Victoria at 6-30pm

Conference Schedule Saturday March 3rd 2012

Time	Event	Brief Description	Location
0800	Registration		Trade Area
0855	House Keeping		
0900	Official Opening	Official Welcome	Plenary
0915	Plenary Session 1	The Big Issues	Plenary
1000	Morning Tea Break		Trade Area
1020	Technical Tour	Departs Conference Facility	
1030	Workshop 1	Book Keeping	SCMA 1
	Workshop 2	Sales and Marketing	Plenary
	Workshop 3	Getting Grants	SCMA 2
1115	Workshop 4	Voice Production	SCMA 2
	Workshop 5	Doing the B66	Plenary
	Workshop 6	Program Analysis	SCMA 1
1200	Plenary 2	Time Management	Plenary
1245	House Keeping		Plenary
1250	Technical Tour	Returns to conference facility	
1250	Lunch Break		Trade Area
1350	Plenary session 3	Volunteer management	Plenary
1435	Plenary Session 4	PDS	Plenary
1520	Plenary Session 5	Community Partnerships	
1605	Afternoon Tea Break		
1635	Workshop 7	Event Planning	SCMA 2
	Workshop 8	Social Networking	Plenary
	Workshop 9	Board Governance	SCMA 1
1720	Trade drinks		Trade area
1800	Close of Day 1		
1900	Conference Dinner		Plenary Area

Conference Schedule Sunday March 4th 2012

Time	Event	Brief Description	Location
0800	Recovery Breakfast		Trade Area
0935	House Keeping		Plenary
0940	Plenary Session 6	CBF Annual Report	Plenary
1015	Plenary Session 7	Leadership	Plenary
1100	Morning Tea		Trade Area
1130	Plenary 8	Programming Principles	Plenary
1215	Plenary 9	The Big Issues Revisited	Plenary
1300	Lunch		Trade Area
1300	Plenary Session 10	Final Plenary	Plenary
1400	Close of conference		

Please note that workshops and speakers may change depending on the availability of speakers or unforeseen circumstances

Workshop 1	Book Keeping	Jason Wilson
Workshop 2	Sales and Marketing	David Wilson
Workshop 3	Getting Grants	CBF - Georgie Boucher
Workshop 4	Voice Production	Fatman
Workshop 5	Doing the B66	ACMA
Workshop 6	Program Analysis	Denise Kuchmar
Workshop 7	Event Planning	Denise Kuchmar
Workshop 8	Social Networking	Scad
Workshop 9	Board Governance	David Wilson
Plenary 1	The Big Issues	Ian Nicholas and Ray Hazen
Plenary 2	Time Management	David Wilson
Plenary 3	Volunteer Management	Steve Ahern
Plenary 4	PDS	Michael McFeeters
Plenary 5	Community Partnerships	Panel Discussion
Plenary 6	CBF Annual Report Q & A	Ian Stanistreet
Plenary 7	Leadership	David Wilson
Plenary 8	Programming Principles	Steve Ahern
Plenary 9	The Big Issues Revisited	Ian and Ray
Plenary 10	Final Plenary	Open discussion

Brief descriptions of workshops at the 2012 National Regional, Rural and Sub Metro Broadcasters Conference

Workshop 1:- Book Keeping - Jason Wilson - Join Jason as he steps you through the minefield that is book keeping, accounts and financial management at your station. This is a must attend session for treasurers, station book keepers and even members of the board of management of your station. Jason will cover things such as interpreting a financial statement, better book keeping practices and much more.

Workshop 2:- Sales and Marketing - David Wilson - Join David Wilson for an open and frank discussion on how to improve your stations image and marketing so as to improve your sales and attract a sales representative to your station.

Workshop 3:- Get Grants – Community Broadcasting Foundation – Grants Administrator Georgie Boucher will cover the CBF grants available to your station and give some hot tips about what the CBF Grants Advisory Committees are looking for when assessing applications. The workshop will focus on the new General Content Development grants and how stations can benefit from the \$900,000 available for allocation in Round 2 2011/12. The session will also provide a refresher on the other CBF grants available to stations and give a glimpse of the new SmartyGrants online grant application system. If you are involved in applying for grants or grant reporting, fundraising or managing station finances, come along and introduce yourself.

Workshop 4:- Voice Production - Andy (Fatman) Ingram - The basics of voice production and how to get that zing into your station production sound. Tips on station imaging, voice tracking and sponsorship announcements. Join Andy for a great session on the tricks of the trade when it comes to voice production

Workshop 5:- Doing the B66 - Phyllis Fong (ACMA) - Here is a fantastic opportunity to get as much information about the re licensing process and the B66 form directly from the ACMA. Phyllis will be talking you through the B66 form and application procedures to give you a better understanding of the application and ACMA's requirements

Workshop 6:- Program Analysis - Denise Kuchmar - During this workshop participants will get the opportunity to actively participate in identifying useful continuous improvement strategies that can be incorporated into their programs. This workshop is aimed at presenters, program managers and those involved in delivering training and will cover topics such as your relationship with your program, Studio equipment, Voice. Motivation - attacking complacency and mediocrity, Professional development, Benchmarking ideas, Marketing your program, Knowing when enough is enough, Personal issues and Co-presenters - sharing the load

Workshop 7:- Event Planning – Denise Kuchmar - The 10 key things to consider when planning an event

1. Type of event - aims and objectives/Concept/Why run an event?
2. Planning, managing and monitoring the event
3. Budget for the event / event feasibility
4. Venue / Location of the event
5. Legalities
6. Volunteer support for the event - (when to recruit)
7. Marketing the event - when is the right time?
8. Materials/equipment required for the event
9. Problem solving
10. Post event - evaluation and celebrating success

During this workshop participants will get an opportunity to explore real life examples and evaluate the pros and cons of running an event. Participants can use previous experience to identify useful strategies for future events.

Workshop 8:- Social Networking - Scad - Here is a workshop that not only answers your questions and shows you how to set up social networking pages it also tells you the best way to gain results, lift your on line profile and get the most out of your stations social network assets. The good news it is all in plain English and easy to understand no technical or on line jargon just clear and understandable information about how to get the most out of your online presence.

Workshop 9:- Board Governance – David Wilson - Conducted in a Board room setting this workshop will explore the do's and Don'ts of being on a board of management or committee of management as well as your rights and responsibilities as a member of a board

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Brief descriptions of Plenary Sessions at the 2012 National Regional, Rural and Sub Metro Broadcasters Conference

Plenary 1:- The Big Issues – Ray Hazen and Ian Nicholas - Here is an opportunity for all delegates to let the conference know what are the issues within their station and to set the conference the challenge of solving or at least assisting to solve these challenges in Plenary 7 on Sunday

Plenary 2:- Time Management – David Wilson - We are all time poor when it comes to doing what we do best. This session looks at ways and strategies that will improve your time management skills. Get the extra time you need to attend to details through better time management with the help of David Wilson and this session.

Plenary 3 :- Volunteer Management - Steve Ahern – It's the volunteers who make your station great. It's also the volunteers who can cause you the greatest headaches. Steve Ahern gives an insight into how to get the best from your volunteers in this session on volunteer management. Recognition, setting expectations, and feedback are three of the tips Steve will share with participants during this session. Steve has recently shared these and other tips with emerging radio presenters in Afghanistan after the launch of the Nai Media Institute. Link to <http://www.steveahern.com.au/KabulNMIlaunch2a.mov>

Plenary 4:- PDS - Michael McFeeters - Join Michael for a plenary session on the Program Distribution System, how the system works, what new developments there are within the system. Michael will also walk you through setting up the system and making sure that you know all the little tricks that make the system as efficient as possible for your station. With more and more shows as well as specials and SCMA produced promo's and segments coming online to the PDS system there is no time like the present to get the system up and running at your station and to gain a better understanding of what PDS can do for your station.

Plenary 5 :- Community Partnerships - Panel discussion -This session is all about creating better relationships within your stations community. How to Develop relationships with local service clubs, sporting groups, arts councils, emergency services, police, local government and all of the other support agencies and groups that exist within your community. How to establish a mutual support network within your broadcast area that will be to the benefit of not only your station but to the entire area.

Plenary 6 :- CBF Annual Report – Ian Stanistreet – Join the CBF's Executive Director, Ian Stanistreet, for an insight into the Community Broadcasting Foundation. The CBF is an independent not for profit funding agency serving the Australian community broadcasting sector. In 2011/12 the Foundation will distribute over \$15m. in funding support sourced from the Australian Government. In this plenary Ian will provide a brief review of the Foundation's activities over the past year, provide a summary of its current priorities, and answer any questions you may have in relation to CBF operations

Plenary 7:- Leadership – David Wilson - Have you got what it takes? This is a no holds barred look at Leadership in the modern era...gone are the tree hugging techniques now it is Pure leadership with no frills. Are you game to attend to see if you have what it takes?

Plenary 8 :- Programming Principles - Steve Ahern - Does your audience know what to expect when they tune in to your station? If a new arrival to town switched on and listened for 15 minutes at 8am, noon, 5pm and 10pm, would they get a sense of what the station is really all about? Or would they just be confused? The diversity of community radio programming one of its great strengths, and also its greatest weakness. *Making Radio* author Steve Ahern will teach programming principles in this conference session so you can get the best out of your programming.

Plenary 9:- The Big Issues Revisited – Panel Discussion - All the issues that were put down on the white board at the start of the conference that have not been addressed during the conference will be dealt with in this session. The concept is to gather a panel of people with the knowledge to answer your issues and provide solutions to them as clearly as possible.

Plenary 10:- The Final Plenary – This is your opportunity to speak, put motions to the conference and have your say about the future, the conference and the SCMA. We value your opinion and look forward to your involvement in this session.

Technical Tour - Climb on board the bus and head off to visit the transmission site of 3 BBB and 3 GRB on Mount Warrenheip. Hosted by the Technicians from both stations there will be time on the bus to talk about technical issues, discuss problems and to network with other technicians from other stations. On arrival at the transmission site you will be shown around the facility and be given the opportunity to ask questions of the people who maintain the site. Then back on the bus for the return trip to the conference and more discussion and networking.

Welcome BBQ - Traditionally held on the Friday night prior to the Conference getting underway this is a great ice breaker and social event for all delegates. It gives them a chance to catch up with old friend and make new friend and is also a great way for people who have not attended a National Regional Rural and Sub Metro Broadcasters Conference to meet other delegates and feel more comfortable for the work days ahead. This year the Welcome BBQ will be held at the studios of Voice FM 15 Dawson Street South, Ballarat.

Drinks with the Trade - This is held on the Saturday of the conference after the work for the day is finished and before the Conference dinner and X Awards. The whole idea is to give delegates time to relax with a drink and chat to trade delegates and check out the information and equipment on display.

Conference Dinner / X Awards - Now this is a great night of entertainment fellowship and good food in a friendly environment that is all about the social side of community broadcasting. The X Awards presentation is a big part of the dinner as is the opportunity to network and interact with fellow delegates at the conference.

The Recovery Breakfast - New to the 2012 National Regional Rural and Sub Metro Broadcasters Conference here is an opportunity to catch up with all the people involved at the conference and grab a breakfast on the go while you do it. It's all about increasing networking opportunities and making sure that delegates enjoy their time at the conference.

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