

April 5, 2017 | 11:30 am CT



BIA/Kelsey

LOCAL IMPACT

Empowering Local Strategies in Dallas

#biakLOCALIMPACT

Partner



Texas Association of Broadcasters

Sponsor



11:45 - 12:15 CHECK-IN & WELCOME NETWORKING

12:15 - 1:00 KEYNOTE LUNCH HOSTED BY WOMEN LEADING IN LOCAL



Lauren Persico
Senior Executive Vice President, Driven Local

1:00 - 1:45 SHARE OF WALLET (DATA & ANALYSIS)



Mark Fratrick
Ph.D., Chief Economist & SVP, BIA/Kelsey



Tom O'Brien
EVP, Digital Media; CRO, Nexstar Broadcasting Group



Steven Walsh
EVP, Commercial, comScore

1:45 - 2:30 INTERACTIVE TABLE DISCUSSIONS (TACTICAL DISCUSSIONS)



TABLE 1: Location Marketing Tech
Hosted by Tracy Manning, Head of Business Development, xAd



TABLE 2: ATSC 3.0 - The Business Case
Hosted by Mark Fratrick, Chief Economist & SVP, BIA/Kelsey



TABLE 3: Programmatic
Hosted by Rick Ducey, Managing Director, BIA/Kelsey



TABLE 4: Buying/Selling Perspectives for Digital
Hosted by Celine Matthiessen, VP, Analysis & Insights, BIA/Kelsey



TABLE 5: National-Local Market Opportunity
Hosted by George Gretser, Account Director, MediaMax Network

2:30 - 3:15 KEYNOTE ADDRESS - LOCAL IMPACT & LOCATION MARKETING



Bill Nagel
Co-founder & Chief Marketing Strategist, Netsertive

3:15 - 3:45 NETWORKING BREAK & DEMOS

3:45 - 4:15 GETTING INSIDE THE MINDS OF SMB ADVERTISERS (DATA & ANALYSIS)



Rick Ducey
Managing Director, BIA/Kelsey



Celine Matthiessen
VP, Analysis & Insights, BIA/Kelsey



Gary Schneider
President & GM, KTVT/KTXA

4:15 - 4:45 LOCAL MARKET CASE STUDIES - THE UNEXPECTED VALUE OF MARKETING IN A MOBILE FIRST WORLD



Jackie Bese
Founding Partner, Atomic Design & Consulting



Dana Blick
Director of Marketing, Tuesday Morning



Bernadette Coleman
CEO, Advice Local



Saffie Farris
Founder, BubbleLife.com



Brad McCormick
Chief Digital Officer, Moroch

4:45 - 5:00 LOCAL IMPACT STRATEGIES - CROWD SOURCING SUCCESS

Wine & Cheese Reception

Welcome to BIA/Kelsey LOCAL IMPACT Dallas

We're so pleased you've chosen to spend an afternoon with us to examine the robust ad market in Texas.

According to our forecast, local market advertising in the state of Texas will reach \$13 billion this year across 19 markets. The key vertical markets of healthcare, retail and restaurants will spend nearly \$5 billion divided between traditional media and online/digital, with mobile advertising experiencing the highest growth.

We'll dig into all of this today and explore trends across digital and traditional media, the effect of digital competition and the opportunity of location marketing.

Today's combination of data and analysis will offer insights into new opportunities for your business. I'd like to get your feedback, so please reach out. And, if you have a question or need help meeting another attendee, please ask any of the BIA/Kelsey staff.

Enjoy the afternoon!

Tom Buono

BIA/Kelsey CEO

A brief introduction to BIA/Kelsey and our role in local advertising.

BIA/Kelsey is a research and consulting company. Our team delivers comprehensive market forecasts, data-driven analysis, competitive intelligence and consulting and valuation services. Our goal is to help clients succeed in today's multiplatform, interactive advertising environment.

We are proud to partner with the leading companies in traditional and digital media and to serve as a trusted advisor to startups and influential industry associations.

The foundation of today's "*Share of Wallet*" session comes from our comprehensive local market ad forecasts. This month, we're pleased to release a new product delivering direct, online access to BIA/Kelsey's local advertising forecasts for individual markets and nationwide: **BIA ADVantage**.

To see more of the data profiled today, please find us during the event or contact us after to set up a call: info@biakelsey.com.

www.biakelsey.com | (703) 818-2425 | info@biakelsey.com