

2012 WALKER BROADCAST MANAGEMENT INSTITUTE

The Walker Broadcast Management Institute is now in its 15th year, having completed its first four, 3-year management education cycle in 2009. The 2012 Institute marks the third year of another 3-year cycle and is designed for broadcast managers and those seeking or being prepared for broadcast management positions...

May 15, 2012

Creativity

- Explore creativity – What is it? What encourages it? What limits it?
- Are you an adaptor or an innovator? Why do effective organizations need both?
- Complete a self-assessment of your seven intelligences, each of which can be a creative asset or an opportunity for development
- Apply your seven intelligences in the creation of a new broadcasting station

Presented by Robert Shaver, Executive Education, UW-Madison School of Business, is responsible for the development and delivery of training in coaching, conflict resolution, creativity, futures, instructional skills, leadership, management of change, motivation, performance management, presentation skills, problem solving/decision making and survey design. His clients have included: American Bar Association, American Red Cross, Apogee Wausau Group, Aqua-Clem, Caterpillar, CUNA Mutual Group, P.H. Glatfelter Paper, Promega, Swiss Colony, Viking Insurance and the Wisconsin Farm Agency.

May 15, 2012 (evening)

Dinner with group – place to be announced

May 16, 2012

AM - Managing Your Stress Before It Manages You

- Asses your personal stress symptoms
- Develop options to minimize your significant stressors

May 16, 2012

PM - How to Spring the Time Trap

- Analyze key time wasters
- Review time management tricks, such as the “swiss cheese approach” to large projects

Presented by Deborah Spring Laurel, trainer and consultant in the areas of workplace learning and performance improvement for over thirty years. Her workshops build practical skills using highly participatory activities.

May 16, 2012 (evening)

Dinner with group – with speaker (previous speakers have included former Wisconsin Governor Tony Earl, former Congressman Scott Klug and Shirley Abrahamson, Chief Justice of the Wisconsin Supreme Court)

May 17, 2012

Marketing

- Which should I use – the new marketing or the “tried and true” marketing?
- What does your competition look like from your customer’s perspective?
- How can you manage customer relationships?
- How do you balance the price/value equation?
- Where does your company’s “perceived quality” come from?

Presented by Linda M. Gorchels, managing director of executive marketing seminars in Executive Education, the School of Business, UW-Madison, not only teaches marketing topics, but also has profit-and-loss responsibility for a successful “product line” of educational programs. She has provided corporate training for organizations such as AMOCO, Caterpillar, Cow Corning, GE Medical, Cutler-Hammer, Beckman Coulter, Trane, Kimberly-Clark, Siemens, Motorola Information Systems Group and Newell Corporation, as well as facilitated strategic planning sessions for several organizations and has provided counsel in pricing and product management implementation.



FOUNDATION

**Walker Broadcast Management Institute
May 15-17, 2012**

(The estate of William R. Walker has graciously donated funds to endow the WBA Foundation Management Institute. The gift is the largest single contribution ever received by the Foundation.)

The Walker Broadcast Management Institute will be held in Madison, May 15-17, 2012. Enrollment is limited to the first 35 applicants. The Institute fee is \$595 for the first two persons from the same company and \$400 for those over three from the same company. A special fee of \$525 will apply to all applications received before April 1st. Fees include the classes and evening presentations, all materials, 3 nights lodging, daytime meals and two evening meals.

Application

Name _____ *Phone Number* _____

Address _____ *E-mail* _____

Broadcast Company/Call Letters _____

Enclosed is my check for \$595 – (\$525 before April 1st)

Enclosed is my check for \$400 – I am at least the 3rd from my company

Bill me \$595 – (\$525 before April 1st)

Bill me \$400 – I am at least the 3rd from my company

*Please mail to: The Wisconsin Broadcasters Association Foundation
44 East Mifflin Street, Suite 900, Madison, WI 53703
Or fax to (608) 256-3986*