

2016 AGENDA

BROADCAST WEATHER CONFERENCE



FRIDAY JANUARY 29, 2016

THE JACKSON CENTER

6001 Moquin Drive NW

- 8:00 am – Noon *One on One Training Sessions*
- 11:30 – 11:50 am Transportation from The Westin Hotel to the Jackson Center
- 12:00 pm Lunch
- 1:00 pm Welcome
Mike Mougey, Baron
- 1:05 pm Winning Weather – Critical Issues and Tactics
Steve Bray, Baron
- 1:45 pm Workshops
 Omni Workshop – Discovery Hall B
 VIPIR Workshop – Board of Directors Room
 FasTrac Workshop – Inspiration Room
- 2:45 pm Break
- 3:00 pm Advancing Critical Weather Intelligence with the New Baron Display System
Steve Bray, Baron
- 3:45 pm System Preview: A Quick Tour
- 5:00 pm Transportation to The Westin Hotel
- 6:00 pm Transportation to the Huntsville Train Depot for Dinner

SATURDAY JANUARY 30, 2016

THE JACKSON CENTER

6001 Moquin Drive NW

- 7:30 – 7:50 am Transportation from The Westin Hotel to the Jackson Center
- 8:00 am – 5:00 pm *One on One Training Sessions*
- 8:00 am Welcome
Mike Mougey, Baron



SATURDAY JANUARY 30, 2016, CON'T

THE JACKSON CENTER

6001 Moquin Drive NW

- 8:05 am Showing Your Weather on Social Media – While Still Giving People a Reason to Watch TV
Andrew Finlayson, Senior VP Digital Media Strategies, SmithGeiger
- 8:45 am Critical Weather Intelligence Applied – Winter Weather
Steve Bray, Bob Dreisewerd, Baron
- 9:30 am Implementing a New Multi-Platform, Multi-National Graphics System
Dayna Vettese, Manager, Meteorological Briefing, The Weather Network/Pelmorex
- 10:00 am Break
- 10:15 am Streamlining Social Engagement
Steve Bray, Andrew Finlayson, Sherman Wilcox
- 10:45 am Your Feedback - Group Sessions
- 11:45 am Lunch
- 1:00 pm New Baron App and Florida Floods
Mike Clay, Chief Meteorologist, Bay News 9
- 1:30 pm Innovative Ideas – “How to Juggle and Do Weather at the Same Time”
Big Market Graphics, Small Market Budget
Erik Dean, Chief Meteorologist, KTWO
Getting Omni to Work on Your Time – A Look at Shortcuts and Workflow with Omni
Michael Coats, Chief Meteorologist, KIFI
Baron on a Budget: Winning Weather in Small Markets
Tom Meiners, Chief Meteorologist, WBBJ
- 2:30 pm Fire, Smoke and El Nino
Dave Salesky, Meteorologist, KATU
- 2:50 pm Break
- 3:05 pm Critical Weather Intelligence Applied – Severe Weather
Steve Bray, Bob Dreisewerd, Baron
- 3:45 pm Baron Radar Enhancements
Bob Dreisewerd, Baron
- 4:15 pm Covering Oklahoma Tornadoes and the Destruction Left Behind
David Payne, Chief Meteorologist, Lacey Swope, Meteorologist, KWTV
- 4:45 pm Adjourn – Transportation to The Westin
- 6:00 pm Transportation to Grille 29 for Dinner

