

BARON BROADCAST WEATHER *Conference*

FRIDAY MARCH 6

Bonus Session Topics

- Analysis In Depth; Severe Event
- Graphing Made Easy
- The Power of Billboards
- Get the Most Out of the Model
- Dive into 3D
- Interaction Advantage; Hand Tracking

Friday Transportation

8:30 AM – 11:50 AM
Revolving Transportation
from the Hyatt Hotel
to the Jackson Center

5:20 PM
Transportation to the Hyatt Hotel

6:00 PM
Transportation to Melt
for Dinner

All sessions in Discovery B unless
otherwise noted.



9:00 – 11:30 AM

Bonus Sessions
Steve Bray, Baron

9:30 – 11:30 AM

One-on-One Training Available

12:00 PM

Kickoff Lunch
Discovery A

1:00 PM

Welcome
Mike Mougey, Baron

2:00 - 4:00 PM

One-on-One Training Available

1:05 PM

Driving the Future of Weather
Steve Bray, Baron

2:05 PM

Weather Every Time I Turn Around
James Paul Dice, WBRC

2:35 PM

Harness the Power of the New Lynx
Steve Bray, Baron

3:20 PM

Break

3:35 PM

**Data Product Goodies -
What's New and What's to Come**
Matt Havin, Baron

4:20 PM

**New Ideas for Presenting Climate Change
to Your Audience**
Bernadette Woods Placky, Climate Central

5:20 PM

Adjourn
Mike Mougey, Baron

6:00 PM

Dinner at Melt

#BaronWxCon
www.baronweather.com

SATURDAY MARCH 7

All sessions in Discovery B unless otherwise noted.

Saturday Transportation

8:30 AM – 8:50 AM
Transportation from the Hyatt Hotel to the Jackson Center

5:20 PM
Transportation to the Hyatt Hotel

6:00 PM
Transportation to Char for Dinner

Lynx Sessions

Lynx 101: Basic Lynx and Data
Board of Directors | Ken Brewer, Baron

Lynx 501: Advanced Lynx: Customizing Your Look
Discovery B | Steve Bray, Baron

Weather Event Workshops

Severe Weather
Discovery A | Drew McCombs, Baron

Winter
Board of Directors | Jordan Overton, Baron

Tropical
Discovery B | Curtis Brideau, Baron

Hand Tracker
Inspiration Room | Ken Brewer, Baron

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9:00 – 10:30 AM

One-on-One Training Available

9:00 AM

Welcome
Mike Mougey, Baron

9:05 AM

Controlling the Forecast, the Future
Steve Bray, Baron

9:35 AM

Math Doesn't Lie: Do's and Don'ts in the Digital World of Weather Communication
Erin Wenckstern, Pelmorex

10:05 AM

Stop Following the Script
Matt DiNardo, WRIC

10:35 AM

Break

10:50 AM

Lynx Session of Your Choice
Each session is 40 minutes

11:30 AM

Small Group Feedback Sessions
Discovery A, Discovery B, Board of Directors

12:00 PM

Lunch

1:00 PM

Weather Event Workshop Instructions

1:05 PM

Weather Event Workshops
Each workshop is 20 minutes

2:45 PM

Break

3:00 – 4:00 PM

One-on-One Training Available

3:00 PM

New Trends in Consumption and Trust of Emergency Weather Communication
Jeff Huffman, University of Florida

3:45 PM

Reality Check
Steve Bray, Baron

4:15 PM

Beauregard: Lessons Learned Covering 2019's Deadliest Tornado
Josh Johnson, WSFA

5:20 PM

Adjourn
Mike Mougey, Baron

6:00 PM

Dinner at Char

SEE YOU NEXT YEAR! MARCH 5 & 6, 2021