



What to Expect at Station Summit 2019

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Promax's annual gathering of TV station marketing executives, Station Summit 2019, is getting ready to kick off at the Mirage Hotel and Resort in balmy Las Vegas June 17-21.

Here's everything else you need to know to get yourself ready to attend the annual gathering:

Tuesday Starts Strong

Veteran TV marketing strategist Lee Hunt (pictured above) will be on hand to give you a packed primer on everything you need to know that's going in the world of TV marketing and promotion, especially with new networks and streaming services coming online all the time.

and Ends Strong

After a day of meetings with your network affiliate groups, join us at Mirage Events Center A (affectionately known as MECA A) for our opening night Welcome Reception, featuring food, drinks and live entertainment.

Put Some Star Power in Your Wednesday

Join us at 8 a.m. to hear former Today and MSNBC anchor Tamron Hall and View creator and executive producer Bill Geddie talk about the launch of their new daily talk show, The Tamron Hall Show, on stations across the country.

After that, meet with syndicators throughout the day as they present their latest offerings, including NBCUniversal's The Kelly Clarkson Show; Fox's 25 Words or Less, starring Meredith Vieira; Debmar-Mercury's summer test of Jerry O, starring Jerry O'Connell; and Warner Bros.' revamped Extra Extra, which will be hosted by Billy Bush and is moving to Fox stations in several large markets.

Thursday Kicks Off With the Always-Popular 'State of Our Art' â€

This year, CBS Television Distribution's EVP and head of marketing, Mary Beth McAdaragh and NBC's SVP, affiliate marketing, Marty Frey, reveal some of the year's greatest marketing and promo work from the Summit stage.

And Then Jam-Packs Your Day With Insights

Attendees will encounter two content themes, developed by the Summit committee, as they go through the week's sessions. The first is audience development.

"With the economy strong, stations are bullish again on their core business. Also, the [public relations] narrative has changed in recent years. Viewers are turning back to television," said Rick Swanson, Promax VP of marketing and programming, Station Summit. "What can marketers do to win viewers back to traditional media? We have a research presentation from Mark Briggs at SmithGieger called 'Television Rising' that details the trend."

To check out that session, be at Montego at 10:30 a.m.

The second theme is planning.

"Marketers inside local stations often feel overwhelmed by the amount of work they face on a daily basis. They feel reactionary, with lots of effort but little forward progress," said Swanson. "Enter Tim Hughes, The Brief Doctor. Tim is a world class speaker on market planning. He will conduct a two-hour, hands-on, interactive workshop - called 'Make a Plan, Work the Plan, Kick Ass, Repeat' - on how to create an effective marketing plan, how to build consensus within the organization and use the document to drive decision making on a daily basis."

To spend a little time perfecting your planning skills, join Hughes in Antigua at 10:30 a.m.

Other stand-out sessions on Thursday include "Lessons to Lead by" with Emily Barr, president and CEO of Graham Media Group at 9:15 a.m. in Antigua; and

"How to Hire the Best" with The Schnur Group's Dr. Alan Schnur at 2:15 p.m. in Montego.

Celebrate!

Collect your statues and cheer the wins of your colleagues (and competitors) at the Promax North America Station Awards 2019, hosted by Entertainment Tonight's Kevin Frazier.

Close the Conference with three fun events!

First, gather at 4 p.m. to see if you won one of Stephen Arnold's awesome guitars. This year's guitar giveaway features guitars from the era of Grunge.

RELATED: [Stephen Arnold Music to Raffle Grunge-Themed Guitars](#)

From there, check out Battle of the Promo Superstars to see what this year's panel comes up with.

And then conclude the conference with a drink and a snack at Happy Hour and a Half hosted by Warner Chappell Production Music.

See everyone for a great week in Vegas!