Allegiance University

Traffic & Corporate Support Training Event 2010

Get comprehensive training at an affordable rate. This will be an excellent opportunity for both new and experienced staff to build skills and expertise. Each participant will be provided with a PC for hands-on application and practice of the skills being taught. Register for single or multiple days depending on your specific needs.

> *I learned shortcuts that really help out. I am now able to do my job in a shorter amount of time. This frees me up to run more reports and work on some clean up that we need done in our system. Thanks for all the help!*
>
> Jenny Hood, Traffic Coordinator
> WBAA-FM, West Lafayette, IN

LEARN HOW TO

- ✓ Create and update your program grid, clocks and logs
- ✓ Maintain your underwriters, their contracts and their air schedules
- ✓ Organize, catalog and archive all client script copy, promo copy, etc.
- ✓ Use powerful reports to optimize scheduling and track accounts receivable
- ✓ Use your Allegiance automation interface with Content Depot files

WHO SHOULD ATTEND

- ✓ Traffic and sales staff who want to learn the best techniques for maximizing placement and inventory value
- ✓ Programming staff who want to learn to easily make permanent or one-time programming changes
- ✓ New staff who print logs, schedule spots or generate billing
- ✓ Experienced staff interested in learning about new features and reviewing best practices

WORKSHOP AGENDA

AGENDA AT A GLANCE		
SESSION 1	**MONDAY**	LOGS
SESSION 2	**TUESDAY**	UNDERWRITING
SESSION 3	**WEDNESDAY**	LIBRARIES, TABLES AND REPORTS
SESSION 4	**THURSDAY**	BILLING AND REPORTS

MONDAY - LOGS

Learn how to handle all areas of programming structure and design logs specially tailored to your station's needs.

Learn how to:

- ☑ create your program schedule by using template importing features
- ☑ create made-from-scratch custom program clocks
- ☑ build programs, breaks and spot elements onto your log
- ☑ reschedule bumped and released spots, and make tweaks using drag-and-drop tools
- ☑ customize the appearance of the content on your logs
- ☑ use both of the global change tools to simplify your programming changes
- ☑ adjust your clocks for special on-air events, such as pledge drives and breaking news
- ☑ manage BoardOp onscreen logs

TUESDAY - UNDERWRITING

Learn how you can simplify all aspects of sales interactions using Allegiance client management tools, selecting efficient options for contract entry as well as billing procedures, entry of flights and the corresponding scheduling parameters.

Learn how to:

- ☑ classify your clients, and track each contact with whom you interact
- ☑ export your contact information for sending out mass letters to your clients
- ☑ enter complicated spot schedules and underwriting script rotations
- ☑ enter payments, set up billing schedules and use affiliations and groups
- ☑ organize your client information for mailings and by active status
- ☑ track your on-air element sales
- ☑ manage clients from initial signing through broadcast, billing and payment
- ☑ annotate client records with notes about your interactions, and create "to do" lists with due dates

WEDNESDAY – LIBRARY, TABLES AND REPORTS

Learn about features in the Library module to organize and track your library records, as well as the choices available in the Tables section. Use your own database to learn how to generate statistical reports to help you make better decisions.

Learn how to:

- ☑ identify which report to run and how to run it
- ☑ lock reports to prevent deletion
- ☑ use report results for analysis to make better fundraising decisions
- ☑ download and save your results for historic purposes
- ☑ track placement of on-air elements

THURSDAY – BILLING AND REPORTS

Learn about the entire process of billing, from contract entry to how those choices will affect a client's invoicing and the process of generating the billing. Learn how to fine tune report parameters to get the information you're looking for.

Learn how to:

- ☑ generate monthly batches of calendar month and broadcast month billing
- ☑ verify a contract's billing schedule
- ☑ enter payments against specific invoices
- ☑ create aging reports for tracking your clients' payment status
- ☑ identify accounts that are overdue
- ☑ use the Sales and Payment Analysis report to track sales, billing, payments and more

General Info

Dates

May 10-13, 2010

August 9-12, 2010

Cost

$375 for the first day
$325/day each additional day

Be sure to use your annual training credit.

Call us at 800-858-7654 to get your credit balance.

Lunch is included.

Daily transportation is available upon request.

Sessions run 9:00 am to 4:30 pm.

Registration

Register online or call us at 800-858-7654

Registration Deadlines: April 24 and July23, 2010

Location

Allegiance Corporate Training Room

3064 49th Street South

Fargo, ND 58104

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