



Client Conference 2009: Schedule at a Glance

October 4-7, 2009

Sunday, October 4, 2009

- Conference Registration
- Welcome Reception
- Kick Off Dinner
- “Navigate” the resort for a chance to win some fantastic prizes!

Monday, October 5, 2009

- Breakfast
- Broadcast & Cable Tracks
 - Broadcast Track**
Managing Inventory in a slow economy
Every dollar count counts in an economic slowdown. Make sure you're maximizing every dollar, every day.
 - Cable Track**
Back by popular demand, expanded for 2009! This two day breakout focuses on the needs of the cable industry, and your specific needs. You asked for a more in-depth focus on Cable Operations, and we listened!
- Broadcast & Cable Tracks
 - Broadcast Track**
Daily Process for the Traffic Manager
Tips for managing day to day processes more efficiently. Traffic Management goes far beyond just utilizing Orion to the fullest!
 - Cable Track**
Selling Opportunities in a Changing Market
The changing economy has impacted the Cable Industry in a direct way. From Direct Response to Non Traditional Revenue, PI to Sponsored Promotions, every selling opportunity counts.
- Lunch
- Broadcast & Cable Tracks
 - Broadcast Track**
Information Distribution
From Privileges to Schedule Views, My Reports to Read Only. Getting people the information they need, without jeopardizing control.
 - Cable Track**
Integration Breakout
VCI recognizes the individualized needs of our integrated clients. This breakout session focusing on those specific needs, and will give you valuable insight into the future of integration and VCI Solutions.
- Broadcast & Cable Tracks
 - Broadcast Track**
Verity™: One Vision. A new speed
Find out more about VCI's Verity, and how it can make your Traffic and Master Control Operations seamless.





Client Conference 2009: Schedule at a Glance Continued...

Cable Track

Integration Breakout: Continued

- FREE NIGHT

Tuesday October 6, 2009

- Breakfast

New to Client Conference this year, based on Client Feedback!

The Perspective Series: Managing an efficient Broadcast or Cable operation often comes down to one thing: Perspective. To help achieve the most diverse perspectives possible, all areas of your organization are encouraged to attend!

Traffic operations from a Sales and Billing perspective

Do you feel Traffic is sometimes cut off from the rest of your operation? This collaborative discussion focuses on specific "touch points" of your operation, and how looking at your traffic operations from Sales and Billing perspective can help re-energize and re-focus your teams! *Separate breakout sessions for specialized focus for Broadcast and Cable groups!*

- Break

Sales Operations from a Traffic and Operational perspective

Is your group hindered by the misconception that Sales is the only department that directly affects the bottom line? This alternate perspective will not only help break down that myth, but also pinpoint key areas where each member of the team can directly influence profit! *Separate breakout sessions for specialized focus for Broadcast and Cable groups!*

- Break

Business Operations from a non-business perspective

The Business office is often the most isolated, and sometimes misunderstood, department. Looking at Business Operations from an alternate perspective will not only help take the mystery out of the Business Office, it will help all groups to achieve the vision of maximizing revenue!

- Break

Promotions in a Changing Marketplace

Back by popular demand! Brendan Kehoe, President, Effective Media Services, the group behind GRiP it! Software, discusses the role of promotions in a changing marketplace.

Web Advertising Integration Solutions

Come find out about VCI's new offerings one of the fast growing areas of our industry: Web based advertising. The class will also focus on VCI's newest integration with Google's TV Ads!

- Break

Sports Operations Roundtable

Many of our Orion clients have one common factor: Sports Operations. This breakout session will address the individual needs of sports operations. From Overruns to alternate logs, live events and replays, we'll address the challenges most applicable to your organization.



Client Conference 2009: Schedule at a Glance Continued...

Speed Networking

Input from previous years has made one thing clear: YOU want more networking opportunities! This fast paced networking session will give you the opportunity to learn more about our industry leaders, as well as give you an opportunity to win fabulous prizes!

- Dinner

Wednesday, October 7, 2009

- Breakfast
- General Sessions

Schedule Essentials

Whether you've been on the system for two months or twenty years, a "fresh eye" to the schedule can help drastically cut down log editing time!

Receivables and Collections

Making sure every penny counts when it matters most.

HANDS ON: VRM Reporting with a Practical Slant

VRM isn't just for Revenue reporting. Accounting, Sales and Traffic will all benefit from this new take on one of the most powerful reporting tools in Orion!

- Break
- General Sessions

Budgets, Budget Cubes and Quarterly Revenue Analysis

Budgeting and Forecasting tools you may not be using, or using to their fullest extent

HANDS ON: 5 Cube Reports you'll use every day

Get to know these 5 custom cubes developed for various clients. Bring home and use at your own site!

Report Maker & Report Viewer

Standard Reports you may not be utilizing. Take advantage of some of the most frequently used reports in Orion!

- Scheduled Sessions end at 12pm Wednesday, October 8.

Lab Solutions: Sign up in advance for individualized instruction using a test database, or WebEx'ing into your own database. Make the most out of Conference by bringing the knowledge base back to the home office immediately!

Open lab times are scheduled on Monday and Tuesday to give you the opportunity to experiment with all that you have learned, or discuss specifics with a VCI Solutions expert.