

2024 ONPA AdCon, Friday October 4, 2024
Lakewood Theatre- 368 S. State St, Lake Oswego, OR 97034

9:30-10:00am - Welcome and introductions

10:00-11am- MIKE BLINDER presents – Proper call prep & Rapport Building

- Why do the “homework” and where to find the information you need.
- Exploring a business’s media spends.
- Exploring a business’s “digital footprints.”
- What is good “B2B Rapport” and why is it important.
- Building your “Rapport Balance” for each prospect you approach.
- “Body Language,” yours and theirs, and how to adjust both for success.

11am-Noon – MIKE BLINDER – Performing a Necessary Ascertainment & Making Effective Proposals & Presentations

- The goal of the perfect ascertainment.
- The questions to ask and why.
- Using your “homework to find the “ailment to cure”
- Probing for budget & expectations.
- The two “number ones” of a great presentation.
- The five elements of an effective pitch.
- Applying “hypnotics” to gain a close while pitching.
- Tried and true closing techniques

12:15-1:30 – Best Ad Ideas Awards luncheon

1:30-3:00 Best Ad Ideas Sharing- Papers will bring their best revenue sharing ideas. One representative from the paper will present and provide details of how it was done and how it did in terms of revenue. Bring examples or a one page summary for everyone to have a takeaway. There will be gift cards for 1st, 2nd and 3rd place.

