



## WHO?

### Media Sales Leadership

LSMs, GSMs, DSDs, DSMs, DOSs, GMs,  
Media Sales Execs & Digital Salespeople.

## WHAT?

### ESA WAYS2024™

#### What Are You Seeing?

The industry's best BUSINESS GROWTH STRATEGY.

Website: [ESACompany.com/WAYS24](https://ESACompany.com/WAYS24)

Email: [Dave@ESAroi.com](mailto:Dave@ESAroi.com)

Phone: (732) 996-4574

## WHERE?

### Remote Access

Instructions will be emailed to registrants.

- You may already be registered! (Most member stations are)
- If not ... your work email is required for registration.
- **Connection links will be unique and secure. Do not share your connection information. This may prevent your access.**
- Recording is strictly prohibited

One concurrent device may be connected to WAYS '24 session per registered email.

## WHEN?

Starts **Thursday January 26, 2024 @ 12P ET**

Session 1: **Friday, 1/26/24 12:00pm - 1:00pm EST**

Session 2: **Friday, 5/10/24 12:00pm EST**

Session 3: **Friday, 10/4/24 12:00pm EST**

Part 1 of the session will be current immediately applicable intel in key verticals.

Part 2 of the session will be details & training for new hires.

All times Eastern US. WAYS '24 will be delivered remotely via Zoom.

## HOW?

### Registration Fee\*\*\*

Member Stations: **\$2800 per station**

Non-Members: **Please contact ESA.**

(Paying stations receive full access)

Payable to: **ESA & Company**

**13 Laurelwood Drive**

**Colts Neck, NJ 07722**

\*\*\*Your company may have prepaid for WAYS '24. If so, you are likely registered for all 3 sessions.

