

NATOA 2026 ANNUAL CONFERENCE
SEPTEMBER 14-17, 2026
INTERCONTINENTAL KANSAS CITY, MO

WORKING AGENDA

as of 4/15/26

MONDAY, SEPTEMBER 14, 2026

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| 2:00 p.m. – 5:00 p.m. | Registration Open |
| 2:30 p.m. – 3:00 p.m. | Annual Business Meeting Voting Credentials Issued |
| 3:00 p.m. – 4:00 p.m. | 46th Annual Business Meeting |
| 4:30 p.m. – 5:30 p.m. | First Time Attendees Networking Happy Hour |
| 5:30 p.m. | Social Hour |

TUESDAY, SEPTEMBER 15, 2026

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| 8:00 a.m. – 3:00 p.m. | Registration Open |
| 9:00 a.m. – 10:00 a.m. | General Conference Welcome/Breakfast |

10:15 a.m. – 11:30 a.m. CONCURRENT SESSIONS

If It Streams... Does It Pay?

As video delivery evolves, the lines between traditional cable and streaming blur. These distinctions aren't just technical—they can directly impact franchise fee revenue and PEG funding. This session will explore how streaming is being delivered, why definitions matter, and what YOU should be considering right now. Hear from experts across technical, legal, and financial disciplines as they break down the nuances and implications for your community. Learn what steps you can take to ensure you're not missing potential revenue.

Smarter, Faster, Anywhere: The Future of Field Production

What if your team could go live from anywhere—with fewer people, less equipment, and more flexibility? Learn how Video-over-IP and wireless technologies like NDI, Dante, mobile devices, and drones are transforming field production and emergency broadcasting. Learn how these tools can improve efficiency, support leaner staffing models, and help you make smarter purchasing decisions. Whether you're planning your equipment upgrade or rethinking your production strategy, you'll walk away with practical insights to build a more agile, cost-effective operation.

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11:45 a.m. – 1:15 p.m. KEYNOTE/GENERAL SESSION LUNCHEON

1:30 p.m. – 2:45 p.m. CONCURRENT SESSIONS

Policy Rapid Fire with the Experts

A conference favorite returns! Our experts tackle the most urgent legislative, regulatory, and legal developments in a fast-paced, high-energy session where insights come quick and nothing is off the table.

Scroll-Stopping Content: What's Working in Social Media Now

See how government agencies are evolving their strategies, creating impactful short-form content, and using humor, personality, and clear messaging to cut through the noise. We'll explore platform trends, content formats, and creative approaches that drive real engagement—no matter where your audience is watching. Come ready to steal ideas, rethink your approach, and walk away with fresh inspiration you can put to work immediately.

3:00 p.m. – 4:15 p.m. CONCURRENT SESSIONS

Breaking Now: A Timely Conversation You Won't Want to Miss

We're saving space for the issues that rise to the top. As new regulatory developments unfold throughout 2026, this session will tackle the most urgent topic(s) impacting local government telecommunications. Expect expert insights, real-time analysis, and practical takeaways you can act on immediately.

Discover Your True Reach with Analytics and More

1,000 views? 10,000 clicks? Sounds impressive... but is it actually success? This session breaks down what your metrics are really telling you—and what they're not. Learn why some videos take off while others stall, how to make sense of the data, and how to confidently explain performance to your team (or your boss!). Get smart, practical strategies to boost reach, work with the algorithm, and get your content in front of the audiences that matter most.

4:30 p.m. – 6:00 p.m. Welcome Reception in the Exhibit Hall

6:30 p.m. Chapter Meetings

WEDNESDAY, SEPTEMBER 16, 2026

8:00 a.m. – 2:30 p.m. Registration Open

8:00 a.m. – 9:00 a.m. Continental Breakfast in the Exhibit Hall

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9:00 a.m. – 3:00 p.m.

STORYTELLING WORKSHOP

Moderator:

Chris Williams

Speaker:

Alanna Delfino-Kopania, Lecturer, Philip Merrill College of Journalism, Freelance Videographer, Editor and Photographer | Baltimore, MD

9:00 a.m. – 10:15 a.m.

POLICY SESSION

Wireless Siting Update: What You Need to Know Now

With the FCC once again considering new rules based on its interpretation of federal law, local governments face yet another shift in the regulatory landscape. Hear from experts on the latest federal actions, how they may impact your wireless siting policies, and what steps your community should be taking now. Gain practical guidance best practices you can put into action right away to stay compliant and protect local interests.

10:45 a.m. – 12:00 p.m.

POLICY SESSION

Permit me! Breaking down BEAD for local governments.

Understand the most pressing issues local governments face as broadband deployment accelerates. Explore opportunities to leverage BEAD funding for critical local priorities like permitting support, underground mapping, workforce development, and digital literacy initiatives. Position your community to maximize resources, streamline processes, and play a proactive role in broadband expansion. Learn how to take advantage of opportunities beyond the buildout.

12:15 p.m. – 1:30 p.m.

KEYNOTE LUNCHEON celebrating NATOA's Community Broadband & Digital Equity Award Winners

1:45 p.m. – 3:00 p.m.

POLICY SESSION

3:30 p.m. – 4:30 p.m.

ROUNDTABLE

Keep Calm and Describe On: Surviving WCAG 2.1

WCAG 2.1 requirements are putting new pressure on local governments—on top of tight timelines and limited resources. Hear from communities working through these challenges in real time. Learn how agencies are interpreting WCAG 2.1, what compliance means for production workflows, and how teams are implementing practical, sustainable solutions. Whether you're adapting now or just getting started, you'll leave with clearer insight and a path forward.

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THURSDAY, SEPTEMBER 17, 2026

8:00 a.m. – 1:00 p.m. Registration Open

9:00 a.m. – 10:00 a.m. Continental Breakfast

10:00 a.m. – 11:15 a.m. CONCURRENT SESSIONS

CLOSED ROUNDTABLE: FRANCHISING

Join fellow local government professionals and consultants for a focused, candid discussion on the evolving world of franchising. This roundtable is a space to share experiences, challenges, and strategies related to franchise agreements. Bring your questions, insights, and real-world scenarios. Walk away with practical ideas, peer perspectives, and approaches you can apply in your next negotiation.

Show, Tell & Inspire Video Showcase

Join us for this fast-paced, interactive showcase featuring standout videos from across the country. We'll watch selected submissions together, break down what makes them work, and hear directly from the creators about their process, tools, and creative decisions. Whether you're looking for fresh ideas or a creative spark, this session delivers real-world inspiration you can take back to your own productions.

11:30 a.m. – 1:00 p.m. Closing General Session Luncheon

AI in Action: What Works (and What Doesn't)

Cut through the hype and see how AI is actually being used today in broadcast, creative, and content production workflows. Michael Kammes walks through practical applications such as automated cameras, asset search and discovery, quality control, and content repurposing, while clearly outlining what AI can and cannot do reliably. Discover how to evaluate AI tools so they integrate into existing workflows without creating new bottlenecks.

1:00 p.m. – 5:00 p.m. Adobe Creative CoLabs Training Seminar

Adobe Creative CoLab is a collaborative, in-person, workshop where experts will facilitate discussions on the latest trends in developing digital content, Adobe's approach to responsible AI, and demonstrations of tips and tricks to make the most of the creative applications you already use, like Adobe Photoshop and Adobe Illustrator, which will give you hours back in your week. Programs covered include products like Premiere, Photoshop, Lightroom, Illustrator, Frame.io, Firefly and Express. Bring your device and join us for this deep-dive training into everything Adobe.

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1:00 p.m. – 2:15 p.m. POLICY SESSIONS/ROUNDTABLES

Smarter Wireless Lease Strategies for Local Governments

As wireless deployment expands, local governments have new opportunities—and challenges—when negotiating leases for facilities on public property. Real-world examples will highlight proven strategies to strengthen contracts, negotiate fair market value, and structure agreements that protect your community’s long-term interests. Walk away with actionable insights to negotiate with confidence and ensure your community isn’t leaving value on the table.

2:30 p.m. – 3:30 p.m. Policy Roundtable or Data Center Demo

6:00 p.m. GPA Ticket Table Open

6:30 p.m. – 8:30 p.m. Annual GPA Dinner