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BCCA to Host Exclusive Two-Day Virtual Workshop December 8th and 9th

Educational Sessions Targeted to Media Credit and Collection Professionals

(Northfield, IL) -- [BCCA...the media industry's credit association](#), a subsidiary of the [Media Financial Management Association](#) (MFM), is hosting an exclusive two-day virtual workshop focusing on high-level issues for the media industry's credit and collection professionals, December 8th-9th. The **2020 Media Credit & Collections Virtual Workshop** will feature media industry's credit and collection experts, including those serving its magazine, newspaper, television, radio, cable, streaming, programming, out-of-home, outdoor, games, interactive and digital media segments. Early Bird Registration for the workshop ends Friday, December 4th.

Workshop Highlights

Motivating & Inspiring Your Team, presented jointly by BCCA and MFM, introduces Trevina Broussard, CEO & Principal Consultant, Sula Sage. Sula Sage is an award winning boutique talent optimization and executive search firm specializing in tailored-workforce hiring, engagement, and management solutions that are simple, cost-effective. The session will cover how to successfully manage a remote staff; how to keep your team/staff engaged, positive, and productive while working remotely; what we've learned so far from this new normal; as well as a host of management techniques to stave off burnout and plan for the future.

Fraud & Cybersecurity: Are Your Business Payments Safe? with [Michael Johnson](#), VP, Business Development, Paymerang and [Jeff Gainer](#), Director of Information Security and Risk Management, Paymerang. The session will provide suggestions for mitigating the risks of payment fraud, safeguarding sensitive banking information, and ensuring the integrity of the accounting system. It will also go in depth on electronic payment solutions like virtual cards and ACH transactions that mitigate the risk of payment fraud.

Risk Management/Economic Outlook, presented jointly by BCCA and MFM, features a moderated discussion with **Christina Boni**, VP Senior Credit Officer/Analyst, Moody. She will be discussing the retail industry with **Mary McKenna**, VP, Customer Shared Financial Services, NBCU and **Drita Mulla**, Manager, Risk Management NBCU. Retail advertising makes up a large

part of media industries' overall advertising revenue. Credit professionals deal with mitigating its risk on a daily basis, analyzing everything from the outlook for large-scale stores to small, privately held businesses. Ms. Bondi will present current research on the economic outlook for retail segments and how to manage associated risk.

A **Speed Networking** session will be an optional activity for attendees. Using Zoom breakout rooms, attendees will have an opportunity to meet and discuss issues that are of particular business interest. Topics to be covered in this conversation among counterparts include how they are handling the new normal, and ways to communicate outside of the workshop.

Bankruptcy & Preference Claims will include preventive measures to consider when there is a high probability of bankruptcy, filing procedures, and address how the pandemic has changed the bankruptcy landscape and procedure. Presenting will be **Mariano Schwed**, SVP Litigation, NBCU.

A **Roundtable** session will focus on various subjects including anti-trust, trends & KPIs, changes in credit and term policies during COVID and difficult conversations with sales.

The final session, **Systems**, will be an open discussion about reporting, analytics, payment terms, collection platforms and data capture. Ed Jenner, Meredith Corp, will lead the discussion. Following the conversation, attendees will have an opportunity to hear about the products and services provided by the different vendors as well as ask questions about their enhancements, challenges, and outlook for the future.

A full listing of workshop sessions can be accessed at <https://www.mediafinance.org/media-credit-workshop>.

“Our Media Credit & Collections Workshop has more relevance today than ever,” said **Mary M. Collins**, president and CEO of MFM and its BCCA subsidiary. “The unexpected and unprecedented situation resulting from the COVID-19 pandemic presents an opportunity to rethink all media business policies and procedures. BCCA and MFM have assembled a group of experts who can offer real-time solutions for media credit departments along with a look at changes that are likely to survive the pandemic.”

This workshop is scheduled from 11:00 a.m.-4:00 p.m. Eastern on both Tuesday, December 8, and Wednesday, December 9, 2020. In addition to the educational sessions and roundtable discussions, the event serves as a networking opportunity for media credit and collection professionals from across the country to come together virtually to share ideas and best practices for the ever-changing media credit and collections function.

Workshop registration is limited to media industry credit and collection professionals working for media companies. It is offered at no charge for BCCA and MFM members, \$350 for non-members. Participants may receive up to four [4] CPE credits. MFM is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

About MFM and BCCA

Media Financial Management Association (MFM) is the premiere resource for financial professionals for media industry education, networking, and information sharing throughout the U.S. and Canada. More information about MFM is available on its Web site:

<https://www.mediafinance.org> and via its updates on [LinkedIn](#), [Facebook](#), [Instagram](#), and [Twitter](#). Its BCCA subsidiary serves as the media industry's credit association. BCCA's revenue management services encompass a variety of credit reports on national and local media advertisers and agencies, including Media Whys, a credit report for media businesses that offers a credit score based on industry-specific aging combined with trade data from Experian or D+B. More information about BCCA is available at <https://www.bccacredit.com> as well as its updates on [LinkedIn](#), [Facebook](#), and [Twitter](#).

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