**SOCIETY OF BROADCAST ENGINEERS, INC.**

***The Association for Broadcast and Multimedia Technology Professionals***

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**NEWS RELEASE**

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**SBE 2023 Leadership Development Course Set for August**

***February 13, 2023 – Indianapolis, IN –*** The Society of Broadcast Engineers will hold the 2023 SBE Leadership Development Course August 2-4, 2023, in Atlanta, GA. This three-day course is an intensive study of successful leadership and management, designed specifically for broadcast engineers.

The course explores the nature of leadership, the difference between being a manager and being a leader, how to build a winning team, the importance of attitude in the leadership position, communication insights and much more.

Instructing the course will be Dr. Abram Walton, founder of Ivory Bridge Group, a management consulting and training firm. He is also a full-tenured professor of management at Florida Tech, specializing in management and innovation. He serves as a U.S. Delegate for ISO 56000, on Innovation Management System standards and has been actively researching in the fields of innovation management, business analytics, and product lifecycle management for the past 20 years. He currently serves as the founding director of Florida Tech’s Center for Innovation Management & Business Analytics (CIMBA). He has authored more than 100 publications and conference proceedings, and his textbooks on leadership and management have sold more than 15,000 copies.

To register for this professional development opportunity, go to [sbe.org/ldc](http://sbe.org/ldc). The enrollment fee is $720 for SBE members and $775 for non-members. Questions? Contact SBE Education Director Cathy Orosz at [corosz@sbe.org](mailto:corosz@sbe.org).

The SBE has presented the SBE Leadership Development Course since 1997. The NAB sponsored the course from 1965 to 1995. This intense course is designed specifically for broadcast engineers who have or aspire to have management responsibilities. Details on the course and registration information are available at [sbe.org/ldc](http://sbe.org/ldc).

The 2023 SBE Leadership Development Course will be held at the Courtyard by Marriott Atlanta Airport West; 3400 Creek Pointe Drive; East Point, GA 30344. The SBE has reserved a block of rooms at the hotel. Make room reservations using the link on the SBE website. Make room reservations by July 5 for the special rate of $129.

The Society of Broadcast Engineers is the professional organization of television and radio engineers and those in related fields. The SBE has nearly 5,000 members in 116 chapters across the United States and in Hong Kong and Eastern Europe. There are also members in more than 25 other countries. Most chapters meet monthly and offer educational programs and an opportunity to network with other broadcast technical professionals. The SBE offers the preeminent technical broadcast certification program in the U.S. and an expansive list of educational programs for broadcast engineers, operators, technicians, and broadcast IT professionals.

The SBE provides education and training programs to expand technical skills, and its certification program is a standard-bearer for professional competency in broadcast and communications engineering. SBE offers a forum for the exchange of ideas and the sharing of information allowing engineers to keep pace with the rapidly changing broadcast industry. The SBE’s frequency coordination program facilitates the use by broadcast engineers of radio spectrum for program and electronic news production. The SBE also advocates before Federal agencies and the United States Congress on technical regulatory issues that affect broadcast engineers.

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Editors: A high-resolution photo of the 2022 Leadership Development Course is available:

<https://drive.google.com/file/d/1Tw8rjS91Fuqm-jGsCqQnSlIQOJsID5ts/view?usp=share_link>