

**AABP SUMMER CONFERENCE 2017**

**Dallas, Texas, Thursday, June 22-Saturday, June 24, 2017**

**THURSDAY, June 22**

**9:00 a.m. to 1:00 p.m.**

Board of Directors Meeting

**1:00 p.m. to 5:00 p.m.**

Registration

**1:00 p.m. to 5:00 p.m.**

Magazine Meeting

**5:30 p.m. to 7:15 p.m.**

Welcome Reception

**7:30 p.m. to 9:30 p.m.**

Past Presidents and Board Dinner

**FRIDAY, June 23**

**7:30 a.m. to 8:30 a.m.**

Everyone

**PUBLISHERS TRACK**

Continental Breakfast

**General Session  
Opportunities Amid Chaos**

*Earl Wilkinson, CEO, International News Media Association*

Media companies have under-invested in their own news brands for much of the past century. As fake news floods a borderless platform ecosystem; as governments and companies become their own reporters and editors; and as newspaper and magazine consumer perceptions are tied up more in (declining) print than in journalism, the need to promote the value of news brands is more vital than ever. This is not a simple marketing exercise; it could be the difference between life and death. In this opening session, INMA CEO Earl Wilkinson aims to tie together these trends and recommend a road map for survival.

**9:15 a.m. to 10:30 a.m.**

Publishers & Ad Directors

**Event Operations Worth Emulating**

*Panel: Kim Howell, IBI Media, and Mary Rogers, New England Business Media and Julio Melara, Baton Rouge Business Report*

More than ever, events are a major source of revenue for our B2B media organizations. Leaders involved in three of the most profitable and successful event divisions among our membership will share the details of their operations—including structure, staffing and financials—and the secrets of their success. With more than 15 events a year in Indianapolis, Howell manages with just one part-time assistant. And, with three titles and markets to attend to, Rogers tries to bring order and standardization to a far-flung enterprise. In Baton Rouge, Julio Melara brings it home with events.

**10:30 a.m. to 11:00 a.m.**

Refreshment Break

**11:00 a.m. to 12:15 p.m.**

**Cost and Revenue Survey (Participants Only)**

*Presenter: David Schankweiler*

The AABP Cost and Revenue Survey is back after a one-year hiatus. Long a cornerstone of the summer conference, the survey is an excellent tool to help publishers take a deep dive into the numbers of the local and regional business-journal and business-magazine worlds. Participants will receive a thorough analysis of their own financials and ratios and how they compare with other members of similar size, thereby providing pertinent benchmarks in multiple financial areas. Under the supervision and analysis of a former, respected AABP member, the survey will be more relevant and spot-on than ever before. (Only members who participated in the survey may attend this session.)

**12:15 p.m. to 1:30 p.m.**

Everyone

**Luncheon Keynote:**

*Where do we go from here?*

*Adam Reinebach, President & CEO of BridgeTower Media*

In recent years, BridgeTower Media has made a significant investment in our industry's publishing niche by acquiring a number of operations, including several that are members of AABP. The company's CEO, Adam Reinebach, is here to tell us why. Reinebach will put the industry in perspective and share his thoughts on where BridgeTower—and its parent company Gatehouse Media—see it going in the next five to ten years.

**1:45 p.m. to 3:00 p.m.**

**Building Sources of External Revenue**

*Panel: Grady Johnson, Charleston Regional Business Journal; Mar'Ellen Felin, Springfield Business Journal; and Ashley Holter, WriteBrain (Des Moines Business Record)*

In today's publishing environment, members need more options than their publications, web sites and emails to generate revenue. In this session three executives will share their success in three different areas. Grady Johnson will share the story of his company's thriving custom publishing division; Mar'Ellen Felin will talk about the new in-house agency she runs generating marketing materials for clients; and Ashley Holter will give insight on Des Moines' growing book-publishing division and her company's decision to launch WriteBrain, an in-house agency.

**3:00 p.m. to 3:30 p.m.**

Refreshment Break

**3:30 p.m. to 4:45 p.m.**

Publishers & Ad Directors

**Best New Ideas Roundtable, Members Only**

*Moderated by Mitch Bettis and Bonnie Jacoby, Arkansas Business*

This is it...the session that offers the greatest chance for you to take home new,

**AD DIRECTORS TRACK**

Continental Breakfast

**General Session  
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Refreshment Break

**What B2B Advertisers Want Today**

*Panel: Steve Dapper, CEO, Publicis Hawkeye; Steve McGaw, CMO, AT&T Business Solutions; and Craig Atkinson, VP, Client Services, The Spire Agency*

Advances in technology and the digital nature of media this days have provided a dizzying array of options for B2B advertisers. This session will take a look at the advertiser/publisher relationship from the advertiser side of the equation. Two ad-agency CEOs and a chief marketing officer from a major Dallas law firm will share their perspectives on what B2B marketers are looking for today. Each presenter will share stories about what they are doing for their clients and what they are hearing from them. Attendees should go away with some new ideas on how to better meet the needs of their advertising clients.

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**Selling Effective Packages**

*Panel: Linda Crawford, BizTimes Milwaukee; Kerrie Richmond, Baton Rouge Business Report; Melissa Pressley, Greater Wilmington Business Journal*

With so many options to offer advertisers, our members need to be skilled at putting together ad packages that utilize multiple marketing avenues for their clients, but it ain't necessarily an easy thing to do. In this session three ad directors from member publications will share their successes and failures. What makes a good package? Does it vary from client to client? What are the best ways to sell effective packages? Attendees will hear stories from the trenches that will help them answer those questions and more.

Refreshment Break

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**Audience First: How to Develop New Products that Connect**

*Presenter: Jonathan Groves, Drury University*

Today, publications must move beyond the traditional print platform to survive. Editors have to immerse themselves in the digital/mobile landscape and develop innovative ways to reach audiences with products that satisfy the desire for information and entertainment in creative ways. Too often, however, these efforts are driven from the top down, solely to generate revenue. Instead, media organizations should find new ways to meet audience needs—on the audience's terms. This session will demonstrate ways to incorporate design thinking and disruptive-innovation ideas to help editors and writers become more audience-centric in their approach to product/service development. How can you solve your audience's problems—while making money at the same time?

Refreshment Break

**The Lean Newsroom: How to Incorporate Innovation into Your Routine**

*Presenter: Jonathan Groves, Drury University*

As bottom lines continue to shrink, newsrooms are having to do more with less. Staffers are being asked to tweet, blog, shoot video, write and take pictures for social media and the Web—and then write their main pieces for the print publication. In the push for page views, journalists feel as if they're selling their souls for the clickbait headline and the viral hit. But change doesn't always have to inspire resistance. The key to successful change is understanding your publication's culture and having a clear strategy for your innovation efforts. This session will show you how to reframe jobs and duties in the newsroom to minimize staff frustration and burnout. You'll also learn ways to nudge your organizational culture to open up to new ideas and think more nimbly.

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**Adventures in CMS**

*Panel: Michael Arndt, Crain's Chicago Business; Mark Murphy, Providence Business News; and Greg Andrews, Indianapolis Business Journal*

Some might call the use of "adventures" in the title of this session a euphemism. The Wild West of content management systems can be a frustrating and challenging arena, for sure. One thing appears to be certain: Nothing is constant and everything is always changing. Three seasoned AABP editors share their experiences with the constant evolution of the CMS systems in their newsrooms, and how they have surmounted challenges and found ways to keep things moving in search of the perfect system.

Refreshment Break

**Best Ideas: Stories and Projects, Digital/Print Members Only**

*Moderated by Mary Yost, Columbus CEO*

Back for the fourth year in a row, this session will provide editors an oppor-

revenue-generating or cost-saving ideas that could have a major impact on revenue and bottom line. Publishers and ad directors come together to share their best **NEW** idea from the last year! Attendees will receive a booklet compiling all the ideas following the conference. Only those who bring an idea with them are allowed to attend this session.

## **SATURDAY, June 24**

**7:30 a.m. to 8:30 a.m.**  
Everyone

**8:30 a.m. to 10:00 a.m.**

**10:00 a.m. to 10:30 a.m.**

**10:30 a.m. to noon**

**Noon to 1:30 p.m.**

**1:30 p.m. to 3:00 p.m.**

**3:00 p.m. to 4:30 p.m.**

**6:30 p.m. to 9:30 p.m.**

### **PUBLISHERS TRACK**

Continental Breakfast

#### **Customer Intimacy: The Who, Why and How**

*Presenter: John Rockwell, San Francisco Business Chronicle*

In today's ultra-competitive publishing world, where subscriber acquisition, retention and loyalty are more important than ever, the secret sauce is customer intimacy. Deep knowledge of your customers' status, interests and preferences, as well as their interactions with your publication and its digital offspring, will increase your chances of success. In this session, you will learn how the Chronicle and other successful publishers are bringing new tools and tactics to newspaper marketing, and leveraging social media, CRM and traditional sales channels to grow online, mobile and print subscriptions.

Refreshment Break

#### **Best New Ideas in Audience Development**

*Moderated by John Rockwell, Director of Subscription Sales and Retention, San Francisco Chronicle*

Because of the extraordinary interest in the topic of audience development, we are having a Best New Ideas session specifically targeting this area of operations. We all need subscribers, right? We are asking members to submit prior to the conference a Best Idea in audience development. Have you had a successful social media campaign that has generated event attendees? Have you tweaked your paywall strategy in a way that has generated significant new paid digital subscribers? Have you had a significant new promotion that has produced a meaningful spike in paid print circulation? Conversely, you could share an idea you thought would be effective but turned into a disaster...or just plain didn't work. *Only members who submit ideas will be allowed to attend this session.*

**Lunch  
On Your Own**

#### **Whiteboard Session **Members Only****

*Moderated by Rob Kaiser, Greater Wilmington Business Journal*

What's on your mind that hasn't been covered in the official agenda? This is your chance to get those kinds of questions answered. An easel will be up for the duration of the meeting for everyone to write their questions/issues. They will be compiled into a list and addressed at this session. The session moderator will raise each question and ask for input from everyone. This is an open forum in which you can expect to get some answers.

**Board of Directors Meeting**

**Reception/Editorial Awards Banquet**

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### **AD DIRECTORS TRACK**

Continental Breakfast

#### **Hiring & Motivating Young Talent in a Mature Industry**

*Presenter: Kim D. Ward, Learning Outsource Group*

Does your operating system promote performance improvement and sustained tenure with today's sellers? Millennials are an ever-increasing percentage of today's salesforce; thus an organization's ability to attract, motivate and retain highly effective sales professionals has never been more important. Younger workers have different attitudes about work, career and their expectations of their company and its leadership. In this session we outline the "5 Tips to Attract and Motivate Younger Employees" to create greater levels of performance and longer tenure. Participant takeaways include the Talent Effectiveness Assessment and the Sales Manager Effectiveness Assessment.

Refreshment Break

#### **Sales Coaching Secrets for Driving Increased Performance with Today's Sellers**

*Presenter: Kim D. Ward, Learning Outsource Group*

Coaching and mentoring versus requiring and benchmarking; involve and engage versus direct and instruct. Identifying possible trouble spots in your seller's sales process and quickly solving those problems is critical if sales leaders hope to grow their business and sustain more consistent success in the future. Collaborative communications along with jointly developed action plans are paramount in driving high performance. In this session, we will discuss coaching secrets for quickly identifying and overcoming selling issues by using an effective coaching method and diagnostic tools. There will also be an open discussion of the most common selling issues and suggested practices for overcoming them. Participant takeaways include selected sales coaching tools.

**Lunch  
On Your Own**

#### **Whiteboard Session **Members Only****

*Moderated by Kaysi Curtin, The Business Journal, Fresno*

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tunity to share a story, a project or a new feature published by their organization in the last year that had a high impact in their market. This idea could also be operational or managerial in nature. Each editor is required to bring an idea as his or her ticket to attendance. A booklet compilation of all the ideas will be provided to attendees at the beginning of the session.

### **EDITORS TRACK**

Continental Breakfast

#### **Digital Tools for Modern Storytelling**

*Presenter: Ren LaForme, Poynter Institute*

Why stick with text, photos or videos when you're trying to tell your story online? There are hundreds of tools that can help you share your message in more unexpected, interesting and interactive ways. In this session, we'll run through some of the best new storytelling tools, focusing on ones you can put into practice right now--no coding or design experience required. We'll also take a look at why it's urgent for you to explore these tools, and provide a pathway for how you can implement them in your newsroom with limited risk and hassle. Because...despite centuries of precedent, the best way to tell your story is no longer text on a page.

Refreshment Break

#### **Introduction to Snapchat**

*Presenter: Ren LaForme, Poynter Institute*

Two years ago we were all laughing off Snapchat as a fad among teens. Since then it has become the fastest-growing social network of all time, created an array of features for news organizations, and been picked up by the world's largest publications. What, exactly, is Snapchat and why is it so popular? How do you use it? And how can you take advantage of it to reach new audiences? This session will provide an overview of Snapchat's features and how to use them. We'll share examples of legitimately good work created through the platform, some from surprising places. Then we'll take a look ahead at what Snapchat might do for you right now...and down the road.

**Lunch  
On Your Own**

#### **Whiteboard Session **Members Only****

*Moderated by Penny Font, Baton Rouge Business Report*

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