



THE ALLIANCE 
OF AREA BUSINESS PUBLISHERS

SUMMER CONFERENCE

• JUNE 27-29 •

Atlanta, GA

The Hilton Atlanta

2019



hello & welcome to Atlanta

We are honored to be hosting the AABP 2019 Conference, and look forward to seeing all the familiar and new faces gathered here.

Georgia Trend has been based in Atlanta for over 30 years. I'd like to say my job is easy because there's always so much business news – but it isn't! Atlanta is a 20-county region in a state with 159 counties. Yes that is a lot of competition, and we're the referee.

That's why I have to attend the AABP Summer Conference every year, to step away and find perspective. It is so important in these unpredictable media times for us to share best practices in order to adapt to new platforms and maintain legacy integrity. We need each other more than ever.

I hope you enjoy your stay here and look forward to learning from another great AABP experience. Thanks for coming to Atlanta.

Ben Young

Editor-in-Chief and Publisher,
Georgia Trend

**THANK
YOU**

to the 2019 Committee

• **Conference Chair** •

Mitch Bettis

Publisher – *Arkansas Business*

• **Keynotes Chair** •

Rob Kaiser

Publisher – *Greater Wilmington Business Journal*

• **Sales Track** •

Kaysi Curtin

Sales & Marketing Manager – *The Business Journal Fresno*

Marty Goodnight

Associate Publisher – *Springfield Business Journal*

Chris Santilli

Publisher – *Hartford Business Journal*

• **Editorial Track** •

Brad Kane

Editor – *Worcester Business Journal*

Gwen Moritz

Editor – *Arkansas Business*

• **Events & Sponsorships Track** •

Maggi Apel

Events Director – *Greater Wilmington Business Journal*

Donna Rofino

Marketing & Events Manager – *Providence Business News*

• **Audience Development Track** •

Bonnie Roche

Chief Customer and Innovation Officer – *Crain Communications*

Schedule at a Glance

THURSDAY, JUNE 27

1-2:30pm: Magazine Member Roundtable

2:45-3:45pm: Cost + Revenue Survey Workshop

4-5pm: Sales Roundtable / Editorial Roundtable
Audience Development Roundtable / Events Roundtable

5-7pm: Opening Reception at hotel

FRIDAY, JUNE 28

7:30-8:30am: Group Breakfast

8:30-9:30am: Keynote: Nick Friese, CEO of Digiday: A Founders Story:
The Five Lessons I Learned Building a Modern Media Company

9:30-9:45am: Break

9:45-10:45am: SESSION 1

**EDITORIAL/
DESIGN**

Managing a
Newsroom

ADVERTISING SALES

Q&A with Nick Friese,
CEO of Digiday

**AUDIENCE
DEVELOPMENT**

Like Moths to a
Candle: Attracting &
Converting Your Best
Customer

**EVENTS/
SPONSORSHIPS**

Trends in Event
Technology

10:45-11:15am: Refreshment Break/ Network with Exhibitors

11:15am-12:15pm: SESSION 2

**EDITORIAL/
DESIGN**

The Art of Visual Sto-
rytelling

ADVERTISING SALES

Selling to the
Buyer's Journey

**AUDIENCE
DEVELOPMENT**

Cross-channel
Campaign Monitoring:
Planning, set up and
Analytics to Inform
Audience Success
Audience (Joint
Session)

**EVENTS/
SPONSORSHIPS**

Cross-channel
Campaign Monitoring:
Planning, set up and
Analytics to Inform
Audience Success
Audience (Joint
Session)

12:15-1pm: Group Lunch

1-2pm: Lunch Keynote: Why the Biggest Criminal Conspiracy in U.S. History
Remains Covered Up, with Walter Robinson of Spotlight

2-3:15pm: SESSION 3

**EDITORIAL/
DESIGN**

Sit Down with
Spotlight

ADVERTISING SALES

Best Practices for
Planning and
Monetizing Events
(Joint Session)

**AUDIENCE
DEVELOPMENT**

Create It, Lock It and
They Will Pay: Proving
Paywall ROI

**EVENTS/
SPONSORSHIPS**

Best Practices for
Planning and
Monetizing Events
(Joint Session)

3:15-3:45pm: Refreshment Break/ Network with Exhibitors

3:45-5pm: SESSION 4

**EDITORIAL/
DESIGN**

Best Ideas

ADVERTISING SALES

Q & A with
Advertiser Panel
(Joint Session)

**AUDIENCE
DEVELOPMENT**

Measuring and
Monetizing Your
Product Portfolio

**EVENTS/
SPONSORSHIPS**

Q & A with
Advertiser Panel
(Joint Session)

Schedule at a Glance

SATURDAY, JUNE 29

8-9am: Group Breakfast

9-10:15am: SESSION 5

**EDITORIAL/
DESIGN**

Everyday Watchdog
for Business
Journalists

ADVERTISING SALES

Becoming a
Motivational Leader

**AUDIENCE
DEVELOPMENT**

GDPR, California
Consumer Privacy Act

**EVENTS/
SPONSORSHIPS**

Events: What's
Working? What's
Not Working?
What's New?

10:15-10:45am: Refreshment Break/ Network with Exhibitors

10:45am-Noon: SESSION 6

**EDITORIAL/
DESIGN**

The Business of
Business Journals

ADVERTISING SALES

The Art and Science of
Accountability

**AUDIENCE
DEVELOPMENT**

What Hat are you
Wearing Today?

**EVENTS/
SPONSORSHIPS**

Event Marketing
Boot Camp

Noon-1:30pm: Lunch on Your Own

1:30-2:45pm: SESSION 7

**EDITORIAL/
DESIGN**

Just Add
Water- Quick-Hit
Story Ideas

ADVERTISING SALES

Process & Playbooks
for Everyone

**AUDIENCE
DEVELOPMENT**

Whiteboard Session

**EVENTS/
SPONSORSHIPS**

Challenges to Event
Management

2:45-3pm: Break

3-4pm: SESSION 8

**EDITORIAL/
DESIGN**

The Editorial/
Audience Dance:
Engaging and
Growing Your
Audience
(Joint Session)

ADVERTISING SALES

Stop Discounting!
How to Build Rate
Card Integrity

**AUDIENCE
DEVELOPMENT**

The Editorial/
Audience Dance:
Engaging and
Growing Your
Audience
(Joint Session)

**EVENTS/
SPONSORSHIPS**

Whiteboard Session

greetings

from the conference chair

Each session at the summer conference has been crafted by your AABP peers who know your day-to-day challenges.

Who better to know what training is needed than those who from our very own ranks?

I am confident you find this year's summer conference energizing and valuable, and one or two great ideas can help propel your publication forward in meaningful ways.

Editors, sales managers, event planners and audience specialists have collaborated for weeks to create a training experience that will elevate the performance of our team members.

I'm proud of the AABP members who have volunteered their time to thoughtfully put forward four training tracks to help each of us amp our skills and equip us to contribute to our teams and communities in a more powerful way.

We look forward to you and many of your publication's team members joining us in Atlanta.

Mitch Bettis

Conference Chair,
*Arkansas Business
Journal*

Opening Keynote

Friday, June 28, 8:30-9:30am

A Founders Story: The Five Lessons I Learned Building a Modern Media Company

Nick Friese, Founder and CEO, Digiday Media

Named one of Fast Company's 10 Most Innovative Media Companies in the World, Digiday takes a global view of the media and marketing industries and connects with its audience across web, email, podcasts, a quarterly magazine, a membership program and in-person events. Founder and CEO Nick Friese will outline the five lessons he has learned building Digiday and where he sees things headed in B2B media. Following this keynote will be a Sales track session, Q & A with Nick Friese, for a chance to dig even deeper.

Lunch Keynote

Friday, June 28, 1-2pm

Why the Biggest Criminal Conspiracy in U.S. History Remains Covered Up

Walter Robinson of Spotlight

Seventeen years after Walter Robinson and his Spotlight Team at the Boston Globe daylighted a wide-ranging child sex abuse conspiracy in the Roman Catholic Church, the full extent of the church's crimes remains largely a mystery, with horrifying details being disclosed all the time. The media — particularly daily newspapers — have dropped the ball on their watchdog responsibilities, including investigations of the Church. But new players have emerged to fill gaps in the country's news deserts. Nonprofits and small publications are finding better ways to be sustainable, and organizations like business journals can take advantage of innovative, digital techniques to continue to propel the Cause of Journalism forward. Following this keynote will be an Editorial track session with Walter Robinson to answer your questions and discuss the role that business publishers have in producing high quality investigative journalism.

KEYNOTE SPEAKER



Nick Friese

Founder and CEO,
Digiday Media

Nick Friese, Founder and CEO of Digiday Media, a global media company dedicated to rethinking and reshaping the business of media and content. Digiday Media's mission is to chart how industries like media, marketing, fashion, luxury and retail are moving from analog to digital. The approach is to continually reimagine and reshape the media we cover and create, guided by our core values of quality, honesty, curiosity and tenacity.

Digiday Media currently operates two global media brands: Digiday (media, marketing and retail) and Glossy (fashion and beauty). Under his leadership, Digiday Media was named one of Fast Company's top ten most innovative media companies in the world, Inc Magazine's fastest growing companies five years running, and named one of the fastest growing businesses in NYC.

KEYNOTE SPEAKER



Walter V. Robinson

Editor At Large,
The Boston Globe

Walter V. Robinson is Editor At Large at the Boston Globe, where his high-impact stories about local, national and international events have graced the front page since 1972. He is the Edith Kinney Gaylord Visiting Professor in Investigative Reporting at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, and Journalist in Residence at Northeastern University.

Robinson led the Boston Globe Spotlight Team that won the 2003 Pulitzer Prize for Public Service for its investigation of the sexual abuse of children by Catholic priests.

The Spotlight Team's groundbreaking investigation exposed a decades-long cover-up that, in Boston alone, shielded the crimes of nearly 250 priests. Seventeen

years later, the team's work continues to spark similar disclosures across the country and around the world. Spotlight's investigation was made into the 2015 Academy Award-winning film, "Spotlight," starring Michael Keaton as Robinson.

As a Northeastern journalism professor, Robinson and his investigative reporting students produced 26 investigative stories appearing on Page One for The Boston Globe.

Robinson is a 1974 graduate of Northeastern University. He has been awarded honorary degrees by Northeastern and Emerson College. He has been a journalism fellow at Stanford University. Robinson is co-author of the 2002 book, "Betrayal: Crisis in the Catholic Church."

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Audience Development Track

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Advertising Track

Ad Sales Genius



SPEAKER BIOS



Kim Alexandre

Vice President and Senior
Consultant,
*The Center for Sales
Strategy*

Kim Alexandre joined The Center for Sales Strategy in 2010 after successfully selling and then managing sales teams for over 17 years. She brings both real world experience as well as observations made from working directly with hundreds of successful salespeople and sales managers across the country.

Her expertise spans across all aspects of sales process as well as identifying and coaching to sales and management talents and helping to build cultures of engagement for medium to small size organizations. To learn about Kim Alexandre or The Center For Sales Strategy and Up Your Culture, check out her LinkedIn profile here: <http://bit.ly/KimAlexandre>



Maggi Apel

Events Director,
*Greater Wilmington
Business Journal*

Maggi Apel is the events director for the Greater Wilmington Business Journal and WILMA Magazine and co-director of WILMA's Women to Watch Leadership Initiative, out of Wilmington, NC. She has been with the company since 2008, starting in the sales department and then promoted in 2015 as the events director. Apel leads a two person team and is responsible for managing more than 25 events per year. She graduated from The Ohio State University with an a degree in Intrapersonal Communication and moved to Wilmington in 2006. She has been very active in multiple non-profit organizations as a board and committee member. Currently she is on the Wilmington Convention Center Advisory committee and volunteers for Habitat for Humanity and The Carousel Center.



Mitch Bettis

Owner and President,
*Arkansas Business
Publishing Group*

Mitch Bettis is the owner and president of Arkansas Business Publishing Group — the award-winning media and marketing company founded in 1995. He has more than 30 years of experience in management and publishing. He manages the daily operations of a digital marketing and publishing company producing more than 30 weekly, monthly, semiannual and annual titles in addition to contract publications and websites. He also serves as the publisher of Arkansas Business, founded in 1984. Arkansas Business covers business news in Arkansas in a weekly print magazine and on a daily website, ArkansasBusiness.com. Before joining Arkansas Business, Mitch oversaw GateHouse Media's 19 print and digital products in 10 communities in Arkansas and Northern Louisiana. In that role, he led the publishing, editorial and sales efforts of more than 100 staff members.

SPEAKER BIOS



Kaysi Curtin

Sales & Marketing
Manager,
The Business Journal

Kaysi Curtin, Sales & Marketing Manager with The Business Journal, Fresno since 2010. She manages both the Sales & Production departments, is in charge of all sales for national and local agencies and is responsible for putting on all company events. Kaysi has 14+ years sales experience and holds a BA Degree in Mass Communication & Journalism from California State University Fresno where she was a collegian cheerleader. She and her husband, Luke, a retired NHL/ECHL hockey player from Minnesota, have a 5 year old son, Kash.



Marty Goodnight

Associate Publisher,
*Springfield Business
Journal*

Springfield Business Journal Associate Publisher, Marty Goodnight, joined SBJ 3 years ago after founding an inbound marketing agency where he worked with a range of businesses as a Certified HubSpot Partner Agency. Prior to that, Marty was a 17-year media sales veteran. Marty emerged as a leader within a transforming media landscape and was a pioneer in leading and changing sales cultures from service organizations to world-class sales organizations. Marty has worked with thousands of locally owned businesses during his tenure with three of the largest media companies in the U.S. (Knight Ridder, McClatchy and Gannett) and combines a strategic and creative approach to generating sales. Marty was inspired by the Inbound Marketing approach and has focused sales training on his team to be driven by the Buyer's Journey. 57% of consumers use the Internet to research products and services before they ever contact a solution provider. Marty's SBJ team helps their customers maximize how consumers shop and spend to get their clients results.

SPEAKER BIOS



Dr. Keith Herndon

Professor of Practice in
Journalism,
University of Georgia

Dr. Keith Herndon is a Professor of Practice in Journalism at the University of Georgia's Grady College of Journalism and Mass Communication and holds the William S. Morris Chair in News Strategy and Management. He serves as director of the James M. Cox Jr. Institute for Journalism Innovation, Management and Leadership and runs its Levin Leaders program and the Grady Mobile News Lab. He has more than 30 years of experience in media as a reporter, editor, technology executive and consultant. He was Administrative Editor at The Atlanta Journal-Constitution and was Vice President of Operations and Vice President of Planning and Product Development with Cox Enterprises' internet division. Before moving into academia, Herndon was a strategic planning consultant with a variety of media and technology clients. He earned his Ph.D. in media and information from Australia's Curtin University and holds a master's degree from the University of Oklahoma and a bachelor's degree in journalism from the University of Georgia's Grady College.



Alex Howland

Event Director,
*Arkansas Business
Publishing Group*

Alex Howland is the Event Director for Arkansas Business Publishing Group, an award-winning media and marketing firm based in Little Rock, Arkansas. Alex has over six years of event planning and management experience and enjoys the opportunities and challenges that come with the fast-paced field. In 2017, she was promoted to Event Director after serving as the Event Coordinator the prior year.

Her two person department manages, over twelve events per year and is constantly growing the event offerings of Arkansas Business. Event revenue and profit have increased by 10% during her current role which stemmed from deploying new marketing strategies to sell event tickets and sponsorships, and increased volume of revenue from non-advertisers. In 2019, she will help lead the launch a new event, "Women's Leadership Symposium" and has plans for additional offerings later in the year.

SPEAKER BIOS



Keon Jackson

Event Planning & Sales,
CVENT

With over 10 years of event planning and sales experience, Keon Jackson exudes passion for the event industry. Keon joined Cvent in 2017, which is the industry's leading company for event management software. Keon has planned everything in between intimate board retreats, to extremely large multi-day festivals with over 15,000 attendees. Keon's work was published in the Charlotte Wedding Magazine in 2014. He even planned the wedding for Terrance Gore, the left fielder for the Kansas City Royals; all while obtaining his MBA at John Brown University. When Keon is not planning and designing events, you might find him jet skiing at the beach, or zip lining in the trees!



Bonnie Jacoby

Vice President of Business
Sales & Training,
*Arkansas Business
Publishing Group*

Bonnie Jacoby was born in Searcy and is a lifelong resident of Arkansas. She received a Bachelor of Business Administration in Marketing from Harding University in 1987. She began her career as a Premise Sales Rep for Southwestern Bell Yellow Pages. For the last 28 years, Bonnie has worked for Arkansas Business Publishing Group, the premier niche publishing company in the state. Currently she is the Vice President of Business Sales & Training, responsible for managing the suite of business publications.

Bonnie lives in Cabot with her husband, Casey. They have been blessed with one son, Casey (CJ) Jacoby, Jr. and a daughter-in-law, Savannah. With a love for sports, she is an avid Arkansas Razorback and Texas Rangers fan. Teaching and sharing is an important part of her personal and professional life. In addition to being a sales trainer for ABPG, she has served in various teaching roles in her church over the years.

SPEAKER BIOS



Mary Kramer
Group Publisher,
Crain Communications,
Inc.

Mary Kramer is Group Publisher at Crain Communications Inc., a Detroit-based, family-owned publishing company in its third generation of leadership by the founding Crain family. She's responsible for four city/regional B2B publications in the top 20 markets of New York, Chicago, Detroit and Cleveland, as well as digital-only products in 20+ U.S. cities. She is responsible for approximately one-fifth of company revenue.

In an industry disrupted by technology and a volatile advertising/marketing environment, she successfully has grown new and profitable products for the media group, such as the annual Detroit Homecoming, a civic and economic development initiative created by Crain producing more than \$400 million in new investments by Detroit-area expatriates.

Her civic leadership includes being the first woman elected president of the historic Detroit Athletic Club. She chairs the board of trustees at Grand Valley State University, Michigan's fourth largest public university with 25,000 students. She is a trustee of the Detroit-based Skillman Foundation, a \$475-million endowment focused on children in the city. She is a past president of AABP and currently on the board. Mary was inducted into the Michigan Journalism Hall of Fame in 2017.



Ashley Levitt
Events & Social Media
Marketing Manager,
Corridor Business Journal

Ashley Levitt is event and social media marketing manager for the Corridor Business Journal. She is responsible for the entire event life cycle, which includes the concept, marketing, planning and execution of 15 of the region's most popular corporate events. Ashley is a native of Iowa and graduate of the University of Iowa, where she earned bachelor's degrees in journalism and marketing. She is also a past chair of the Iowa City Area Chamber of Commerce young professionals group, EPIC.

SPEAKER BIOS



Gwen Moritz

Editor,
Arkansas Business Journal

Gwen Moritz will mark her 20th anniversary as editor of *Arkansas Business* on August 2, 2019. Gwen also serves on the board of directors for AABP and is the incoming President in 2020.



Ashley Mulder

Audience Strategist &
COO,
Twenty-First Digital

Ashley is a Michigan native currently living in Dallas, Texas. She's been in publishing for over ten years working with city and regional publishers like *D Magazine* and Hour Media. During her time with these publishers, starting out in what was then "circ," she developed her passion for audience and data-driven marketing. Now, as an audience strategist and COO at Twenty-First Digital, she (along with their team of 5) help brands integrate systems, data, and staff efficiently and economically. After building the necessary technical and personnel infrastructure, TFD then work with brands to establish practices and processes to attract, convert and sell their products to their customers. Their customer portfolio now includes over 20 brands, in the consumer, B2B, and parenting sector. Their main areas of focus as a digital agency are digital and database marketing, SEO and social.



José Reyes

Creative Director,
Metaleap Creative

José Reyes has been the creative director of Metaleap Creative since he founded the firm in 2002. After receiving his B.F.A. in 1995 from Savannah College of Art and Design, he worked as a designer at several major advertising and design firms in the South. Born in Puerto Rico and raised in Turkey, Utah, New Mexico and Florida, his love and curiosity of all things keeps him traveling and searching for inspiration in the world around him.

SPEAKER BIOS



Donna Rofino

Marketing & Events
Manager,
Providence Business News

A Rhode Island native, she joined the publication in 2011 and was promoted to her current position in 2016. She is responsible for all facets of the creation, management and execution of 15 annual events, growing them steadily year over year while increasing ROI. Previously Rofino held several marketing, communication and product management roles at the former Fleet Bank (Bank of America) for nearly 18 years. A graduate of Bryant University with a bachelor's degree in business administration and marketing, she has recently returned as a guest lecturer for communications and event planning. She is also an active volunteer for several organizations in North Attleboro, MA where she currently resides.



Chris Santilli

Publisher,
Hartford Business Journal

Chris Santilli, Publisher Hartford Business Journal since August 2018, with 18 years in B2B media started in sales in 1999 at Providence Business News, Appointed Ad Director in 2004 and to VP Sales and marketing in 2008. Holds a BS and MS Degree and has Outdoor Advertising, Banking and Public Sector experience.



Cody Winchester

Training Director,
IRE

Cody Winchester has been a reporter, data specialist and web developer for daily newspapers in South Dakota, Nebraska and Texas. Before joining IRE as a training director in April 2017, he was a news applications specialist at the Austin American-Statesman. Cody has a communications degree from Black Hills State University and a master's degree in international journalism from Baylor University.

Friday Sessions

9:45-10:45am:
SESSION 1

Managing a Newsroom

How do you provide top-notch journalism to your audience with limited resources and budget? Led by Dr. Keith Herndon from the University of Georgia's Grady College of Journalism, this session will focus on issues big and small in newsroom management, from how you onboard new reporters to bigger-picture issues like creating a beat structure and interacting with your audience.

11:15am-12:15pm:
SESSION 2

The Art of Visual Storytelling

You've spent days, weeks, months reporting on a story and tracking down photographs. Now, how do you take all that information and make it sing for the reader? How can your entire publication pop? Led by José Reyes from the design firm Metaleap, winner of multiple design awards from the prestigious Society of Publication Designers, we will delve into the principles of modern design, emerging trends in publications and new tools for eye-popping visuals to show how business journals can maximize information and artistic delivery to their audiences.

2-3:15pm:
SESSION 3

Sit Down with Spotlight

Following his luncheon keynote, Walter Robinson from the Boston Globe will answer questions from Editorial & Design tract participants and offer on-the-ground, actionable steps AABP newsrooms can take to launch their own Spotlight-like projects, even on smaller budgets.

3:45-5pm:
SESSION 4

Best Ideas

Back by popular demand, this will be a discussion between all Editorial & Design tract participants on their best ideas from the last 18ish months. In a slightly different format from previous years, moderator Brad Kane from Worcester Business Journal will pick out 7-10 of the best of the best ideas in advance and focus the bulk of the conversation on those, although the group will hear from everyone who submitted an idea.

Saturday Sessions

9-10:15am:
SESSION 5

Everyday Watchdog for Business Journalists

Led by Cody Winchester from Investigative Reporters & Editors, this session will discuss how to build watchdog work into your daily routine and produce meatier stories on the business beat, even in breaking news situations. We'll cover the best habits of watchdog reporters, getting in a data and documents mindset and building checklists to be ready for many situations. We'll also get some real-world tips on time management, organization and focusing on enterprise.

10:45-Noon:
SESSION 6

The Business of Business Journals

What role do editorial and design departments play in the overall business operations of a publishing company? This session is especially for all the aspiring publishers and owners in the room. Mary Kramer from Crain's and Mitch Bettis from Arkansas Business will discuss their journeys from the newsroom to the executive suite, and talk about what makes for a good and profitable business journal and how content fits into that effort.

1:30-2:45pm:
SESSION 7

Just Add Water Story Ideas

What are quick-hit story ideas that can still have lasting impact for your audience? This session will be a conversation between all Editorial & Design tract participants led by Gwen Moritz from Arkansas Business. The focus will be on stories needing just a little bit of local flavor that can be inserted in a local business journal. We'll also use this session to discuss the idea of developing a national co-op between AABP members to share the costs of freelancers, stories and photos.

3-4pm:
SESSION 8

Engaging & Growing Your Audience

Writing, reporting and designing the news is only half the battle. You still have to get it in front of your core and extended audience, in a world with millions of content options all available at the click of a button. In this frank conversation between the AABP Audience Development and Editorial & Design groups, we'll delve into the best practices for getting eyeballs on your publication and creating fan bases willing to pay for your content. This joint session will focus on new metrics for tracking audience engagement, especially as more publications are switching their digital operations away from advertising-centric models and moving toward subscriber-based models. No topic will be off the table as we explore how Audience Development and Editorial & Design can help each other.

ADVERTISING SALES

Friday Sessions

9:45-10:45am:
SESSION 1

Q&A with Digiday

Following the "Founders Journey" keynote, attendees of this session will have time to ask Nick Friese more detailed questions about his talk and what we can learn from his knowledge to grow our own businesses.

11:15am-12:15pm:
SESSION 2

Selling to the Buyer's Journey

The buyer's journey has changed and advertisers have different expectations about marketing. This session will position business publications in the buyers journey and teach attendees how to shift the conversation sales discussions away from ad space and frequency towards helping customers with consideration and differentiation among their competition. Speaker: Marty Goodnight, Associate Publisher, Springfield Business Journal

2-3:15pm:
SESSION 3

Event Co-Track

Two brilliant tracks combine for a one-two punch. First, attendees will hear best practices and strategies for developing and planning effective events. Second, we'll talk about monetizing events through ticket sales, sponsorship sales, engaging audiences and creative value for advertisers. Take a smaller bite of the apple and get with the Events team for a planning call.

3:45-5pm:
SESSION 4

Advertiser Panel

Hosting a panel of 3 to 4 advertiser that present their perspective and then open up for Q and As. Moderated by Revenue team member.

ADVERTISING SALES

Saturday Sessions

9-10:15am: SESSION 5

Becoming a Motivational Leader

Building a culture of engagement and understanding the impact emotional intelligence has on an organization can help you reduce regrettable turnover, increase productivity and increase key customer retention. In this session, you will learn how to lead and motivate your team using the 6 Emotional Leadership Styles. We will review each of the 6 Emotional Leadership Styles, when to use them and how to use them.

10:45am-Noon: SESSION 6

The Art and Science of Accountability

Holding your team accountable to results can sometimes feel more like a wish than reality. In this session, you will learn calculable tactics you can use in the office and in the field with each of your salespeople that will in turn, motivate your team to hit the KPI's you need the to hit on a regular basis for overall revenue growth and success.

1:30-2:45pm: SESSION 7

Process & Playbooks for Everyone:

Launching a new idea effectively requires everyone at the table. This session will talk about best practices and strategies for open communication and effective processes for launching that initiative the right way for everyone.

3-4pm: SESSION 8

Stop Discounting! How to Build Rate Card Integrity:

Utilize the value of the rate card to stop discounts, build value, increase investments and provide incentives for advertisers. Panelist: Chris Santilli, *Hartford Business Journal*, Kaysi Curtin, *Fresno Business Journal*, Bonnie Jacoby, *Arkansas Business*, Linda Crawford, *BizTimes Media*

AUDIENCE DEVELOPMENT

Friday Sessions

9:45-10:45am:
SESSION 1

Like Moths to a Candle

Attracting and Converting Your Best Customer. Ever wonder if you're chasing after the right customer? Or if your customers are as in love of your products as you think they are? What is your Market Share? What are your best channels – social, email, web, search, etc. Focus on Social? How to define customer journeys that convert? Using automation to your advantage?

11:15am-12:15pm:
SESSION 2

Cross-channel Campaign Monitoring: Planning, Set Up and Analytics to Inform Audience Success

It's simple. Audience Development's singular goal is to attract and retain customers mainly to drive new and renewal subscription revenue, put butts in event/webinar seats, promote newsletter list growth and provide an audience profile that advertising clients want to talk to. This is a very costly and time-intensive endeavor. How do we ensure that every dollar spent and every resource hour results in the conversions we seek? Join us in this session as a panel discusses best practices to set up, monitor and track campaign and product performance success. To be covered: Web Analytics (Adobe Analytics/GA), Campaign Metrics (What campaigns/channels driving ROI), Database Reporting

2-3:15pm:
SESSION 3

Create It, Lock It and They Will Pay

Proving Paywall ROI. The paywall dilemma. Put a paywall up and lose customers that purchase product or provide the traffic to drive digital advertising revenue. Don't put up a paywall and you could be missing out on opportunities to entice subscription conversion. How do you figure out the best type and which levers within the paywall journey to pull to optimize this channel. For those thinking of implementing a paywall learn from the 50% of AABP members (source: AABP Audience Track Survey 2018) who have implemented a paywall. For those that already have one, learn from each other.

3:45-5pm:
SESSION 4

Measuring and Monetizing Your Product Portfolio

Audience Development success is directly tied to how well customers embrace the products that you offer. If your audience acquisition and retention are not keeping pace with your expectations, it may be time to look at your product portfolio. We will cover Portfolio Management – what products do you have?; What's the right mix for our audience?; What's on the horizon? When do you sunset, extend, introduce new products? Assessing Product ROI, Who owns product development/management?, How do you keep up with trends, The power of polling, Building Audience Personas

Saturday Sessions

9-10:15am:
SESSION 5

GDPR, California Consumer Privacy Act

One in the Same? Balancing Customer Privacy and our business has been tough since GDPR. It could get tougher as the California Consumer Privacy Act goes into effect January 2020. Together we will explore how stricter guidelines impacts the strategies used to acquire and retain customers and what this means to the health of the audience database.

10:45am-Noon:
SESSION 6

What Hat are You Wearing Today?: Structuring for Success

There's too much work and not enough bodies to do it! I thought I was doing that. Did anyone hit send to get the last email campaign out? Did you submit that invoice for payment? Whose turn is it to turn on the coffee pot? Join us as we dig into the best ideas on how other media companies organize their business to be successful in the ever-changing media landscape.

1:30-2:45pm:
SESSION 7

Whiteboard session: Innovation & Audience

Share and learn — Curious to see what others are doing and discover new, creative ways of growing and retaining your subscriber base? Join us in this white boarding session as we draw out what your peers are doing today and what they aspire to do in the future. Topics Covered: ; Sponsored Subscriptions - Chambers, Farm Bureaus, Bar Association — paid subscriber; Does Audio have a role in growing audience?; Tactics to attract and market to the generations.; What can we learn from other industries?

3-4pm:
SESSION 8

Engaging & Growing Your Audience

Writing, reporting and designing the news is only half the battle. You still have to get it in front of your core and extended audience, in a world with millions of content options all available at the click of a button. In this frank conversation between the AABP Audience Development and Editorial & Design groups, we'll delve into the best practices for getting eyeballs on your publication and creating fan bases willing to pay for your content. This joint session will focus on new metrics for tracking audience engagement, especially as more publications are switching their digital operations away from advertising-centric models and moving toward subscriber-based models. No topic will be off the table as we explore how Audience Development and Editorial & Design can help each other.

Friday Sessions

9:45-10:45am:
SESSION 1

Trends in Event Technology

Technology is ever evolving and our industry has undergone massive change in the last decade alone. What's next you ask? Join me in taking a deep dive into the future of event technology and what that means for you. Additionally, we will look at initiatives Cvent is taking to help event producers move towards the future. Presenter: Keon Jackson, MBA, Account Manager, Cvent Event Solutions

11:15am-12:15pm:
SESSION 2

Cross-channel Campaign Monitoring: Planning, set up and Analytics to Inform Audience Success

It's simple. Audience Development's singular goal is to attract and retain customers mainly to drive new and renewal subscription revenue, put butts in event/webinar seats, promote newsletter list growth and provide an audience profile that advertising clients want to talk to. This is a very costly and time-intensive endeavor. How do we ensure that every dollar spent and every resource hour results in the conversions we seek? Join us in this session as a panel discusses best practices to set up, monitor and track campaign and product performance success. To be covered: Web Analytics (Adobe Analytics/GA), Campaign Metrics (What campaigns/channels driving ROI), Database Reporting

2-3:15pm:
SESSION 3

Sales Co-Track

Two brilliant tracks combine for a one-two punch. First, attendees will hear best practices and strategies for developing and planning effective events. Second, we'll talk about monetizing events through ticket sales, sponsorship sales, engaging audiences and creative value for advertisers.

3:45-5pm:
SESSION 4

Advertiser Panel

Hosting a panel of 3 advertisers that present their perspective and then open up for Q and A's. Moderated by Revenue team member.

Saturday Sessions

9-10:15am: SESSION 5

EVENTS: What's Working? What's Not? What's New?

Hosting a panel of 3-4 event managers to share events that are working in their perspective markets and what makes them successful. Hear some success stories and find out new ideas. We'll also hear about events that have struggled and ways they have been brought back to life or dropped all together.

10:45am-Noon: SESSION 6

Event Marketing Boot Camp

Learn best practices for event marketing campaigns and what's different about event marketing and why it is important.

1:30-2:45pm: SESSION 7

Challenges to Event Management

A panel of event managers will discuss challenges they face in negotiating with vendors, keeping expenses in check, pressure to increase ROI, dealing with competition and copy cats in their marketplace and wearing multiple hats among other topics.

3-4pm: SESSION 8

Whiteboard Session

Following up from the roundtable discussion at the start of the conference, what questions do you have for your fellow event managers as the conference comes to a close? What actions are you most likely to take? We'll go through the questions everyone has written down throughout the conference.

atlanta eats

LUNCH

Peachtree Center, more than 50 restaurants and retail shops located downtown Atlanta center offering little lunch spots for casual dining. 225 Peachtree Street NE. 404-654-1296. peachtreecenter.com

SunTrust Plaza, the second-tallest building in Atlanta is home to three full-service restaurants and a Food Court with eight casual eateries. See the website for phone numbers. 330 Peachtree Street NE. suntrustplaza.com

Fairlie, Poplar Historic District, part of the central business district in downtown Atlanta. Named for the two streets that cross at its center – Fairlie and Poplar. You can find international fare in this district including Vietnamese, Indian, Asian Fusion, Cajun, Japanese and Mediterranean, as well as traditional offerings. 404-521-6600. atlanta.net

DINNER

Ray's In the City, an upscale setting for seafood, meats and a notable wine list. Live jazz Thursday through Saturday. 240 Peachtree Street. 404-524-9224. raysrestaurants.com

Glenn's Kitchen, casually sophisticated restaurant offering American comfort food with a Southern flair and hand-crafted cocktails. 110 Marietta St., NW. 404-469-0700. glennskitchenatl.com

White Oak Kitchen & Cocktails, (also lunch) contemporary Southern cuisine in an airy, modern-rustic space with a 360-degree bar that focuses on wine, whisky and bourbon. 270 Peachtree Street NW. 404-524-7200. whiteoakkitchen.com

Atlanta Grill, a modern bar and steakhouse located in the Ritz-Carlton. 181 Peachtree Street NE. 404-659-0400. ritzcarlton.com

Terrace Bistro, located in the boutique Ellis Hotel and specializing in American Southern Bistro-style entrees. 176 Peachtree Street NW, 678-651-2770. ellishotel.com

BARS

Red Phone Booth, chic speakeasy offering craft cocktails, small plates and cigars. 17 Andrew Young International Blvd. NE. 404-228-7528. redphonebooth.com

Trader Vic's, (also dinner) located in the Hilton Hotel serving Pacific Rim dishes in a kitschy, tropical-themed décor. 255 Courtland Street NE. 404-221-6339. tradervicsatl.com

Der Biergarten, more than a dozen craft beers, pretzels and other traditional German food offered in an authentic, spacious beer garden and restaurant. 300 Marietta Street NW. 404-521-2728. derbiergarten.com

SkyLounge, a rooftop bar with city views and craft cocktails in a covered outdoor setting atop the Glenn Hotel. 110 Marietta Street NW. 404-521-2250. glennskylounge.com

COFFEE

Condesa Coffee, café and espresso bar also serving teas craft beers, and cocktails. 480 John Wesley Dobbs Avenue NE, 404-524-5054 and 145 Auburn Avenue NE, 678-515-0899. condesacosffee.com

Café Lucia, serving espresso, drinks and tea in a historic setting. 57 Forsyth Street NW. 404-968-9658. cafeluciaatl.com

The Bean Counter, traditional coffee shop also serving desserts. 191 Peachtree Street. 404-223-0500. atlantsdowntown.com

Lasseter's Coffee Café, downtown spot for American coffee and tea. 230 Peachtree Street NW #180. 404-577-5522.