



FALL VIRTUAL WORKSHOP SEPTEMBER 14 - 15, 2020

MONDAY, SEPT 14

2:30-3:20pm

Editorial Roundtable

Editors meet to discuss adaptation strategies as they continue to navigate uncharted waters. Moderated by Emily Barske, *Des Moines Business Record*

Tips & Strategies for Contract Season 2021

2020 has been a great disrupter. We are hoping for a turn toward "normal" with a new year but finding success in securing 2021 revenues has to be more than just bundles and incentive rates. The disruption has created the need for us to have back-to-basic conversations, sales fundamentals and client solutions ready. This is more than a listen and learn presentation... be prepared to share your plans for 2021 success. Moderated by Bonnie Jacoby, *Arkansas Business*

3:30-4:20pm

Audience Development Roundtable

2020 provided us with many challenges, and on the flipside, some opportunities too. In this roundtable we'll explore the impact that COVID-19 had to our audience development plans looking at trends pre-, during and post-lockdown. Get ready to participate in a lively discussion as we unpack the strategies and tactics used to keep connected to our audience as we maintain focus on revenue and circulation goals. Facilitated by Bonnie Roche of Maikoa Consulting

4:30-5:45pm

The Art of the Virtual Event

Virtual event planners have honed their skills and are taking traditional awards programs and networking events to a whole new level! In this session, we will profile 3 event platforms and hear how AABP publishers are using technology to engage attendees and serve sponsors. Presenters: Anthony Bagnoli, *Hawaii Business*, Tiffany Mattzella, *Arkansas Business*, and Bethany Kempfe and Rachel Gill of *D CEO*

TUESDAY, SEPT 15

2:30-3:20pm

Designers Roundtable

Talk with your fellow designers about adaptation strategies to produce beautiful print products, websites and digital editions in a pandemic. Moderated by Thomas Linden, *Crain Communications*

Biz Mags the "500 List" Roundtable

The hottest growing special interest publication for magazines- hear how the "500 List" is different to other popular lists and how publishers are blowing away sales expectations. Presenters: David Denor, *Florida Trend* and Bernie Neimeier, *Virginia Business*

3:30-4:20pm

Ask the Expert Digital Roundtable

In this fast-paced Q & A session with digital expert Eric Shanfelt, hear about pricing O & O inventory, how to increase programmatic ads, lead generation/nurturing, e-mail building tactics, webinars/podcasts, paywall/registration walls, SEO/SMO and much more! Bring your questions and get answers on the spot.

4:30-5:45pm

Why the Winners Won Roundtable

Reuben Stern of the Missouri School of Journalism will present slides from the 2020 awards entries and discuss what caught the judges' eyes. After the presentation, we will hear from the panels of general excellence winners on their process in writing/creating award winning material.

SPEAKERS



ERIC SHANFELT

Over the past 25 years, Eric Shanfelt has worked with hundreds of publishers to grow their digital audience and revenues, and improve their platforms and execution. Eric has been the Senior VP of Digital for several media companies overseeing digital sales, marketing, editorial, production and technical teams. He works with all levels of an organization to get quick results.



REUBEN STERN

Reuben Stern was the design editor for the Los Angeles Daily News before joining the faculty of the University of Missouri School of Journalism in August 2002, where he also served as graphics editor, senior news editor and managing editor for the Columbia Missourian. He has worked as an editor, designer, and graphic artist at various other newspapers and also led multiple newspaper redesign projects. He now oversees the School's New York Program and coordinates the AABP contest judging.

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