

AABP

2021

WINTER
CONFERENCE



THE ALLIANCE 
OF AREA BUSINESS PUBLISHERS



MONDAY,
JANUARY 25

1:00pm — **KEYNOTE: STEVE FORBES INTERVIEW**

Author Jon Gordon interviews Steve Forbes, *Forbes Media*

As part of the new Business Forum of thought leadership webcasts, created by Greater Baton Rouge Business Report, hear Jon Gordon as he interviews Steve Forbes, Chairman and Editor-in-Chief of Forbes Media. Steve's newest project is the podcast "What's Ahead," where he engages the world's top newsmakers, politicians and pioneers in business and economics in honest conversations meant to challenge traditional conventions as well as featuring Steve's signature views on the intersection of society, economic and policy. In the interview, they cover a plethora of topics including the economy, taxes, stock market and other issues impacting our country!

2:00pm — **AUDIENCE GROWTH STRATEGIES FOR BUSINESS PUBLICATIONS**

with Byron Hardie, *Indianapolis Business Journal*

In one of the most difficult economic periods since the Great Depression, Indianapolis Business Journal grew paid subscriptions by 38% in two years, breaking it's all-time record set back in 2001. In this session, we will explore the modern growth philosophy, including understanding your audiences and opportunities, enhancing technology platforms, creating a winning marketing communication and acquisition strategy, developing a new client retention process, and re-imagining paywall and subscription funnels. Finally, Byron Hardie will explain how IBJ cut costs while simultaneously increasing subscription prices.

3:00pm — **CREATING WINNING PROPOSALS THAT CLOSE DEALS**

with Ryan Dohrn, *Brain Swell Media*

Each year as business Publishers we send out hundreds of proposals. But, what about the ones that never get signed? What about those advertisers that just go silent? Could it be the proposal itself? The answer is... YES! Ad sales coach Ryan Dohrn and his team have analyzed over 1200 pages of proposal data including several AABP titles. Ryan will share 10 things every sales rep needs to know to create winning proposals that close deals.

4:00pm — **EDITORIAL & DESIGN DREAM TEAMS**

with Andrew Weiland and Shelly Tabor, *BizTimes Milwaukee*

Steve Petranik and Kelsey Ige, *Hawaii Business*

Thomas Linden and Jason McGregor, *Crains*

Moderated by Christine Perez, *D CEO*

The best storytelling is accomplished when editors and art directors collaborate. In this session, teams from award-winning AABP publications will share their strategies for success, from planning through execution.



TUESDAY, JANUARY 26

12:00pm — **THINKING BIG**

with Suzanna de Baca, Chris Conetzkey, Sara Brown and Connie Wimer, *Des Moines Business Record*

Taking on the challenge to "never waste a good crisis", the leadership team at the Des Moines Business Record has rolled out some very impressive and important initiatives in 2020 including Iowa Stops Hunger, a yearlong program around how to stop food insecurity; rebranded and expanded their women in business newsletter into a multiplatform initiative called FEARLESS for Iowan women and the companies and allies that support them; and an executive-focused series on racial equity. Hear how the ideas were conceived, how the Business Record team worked with other divisions across their company, how strategic alliances were formed and the proposals were created to close big underwriting sponsorships and new revenue streams.

1:00pm — **DOING MORE FOR LESS**

Moderated by Christine Perez, *D CEO*

Editorial and art/photography budgets don't seem to be bouncing back anytime soon. This session will focus on best money-saving tips from AABP editors and art directors—tricks for elevating design, the best free (or low-cost) sources for art, leveraging print/online content, interns and student journalists, and more.

2:00pm — **INSTITUTIONALIZING A CULTURE OF SUCCESS:
STRATEGIC VISION + CREATIVE EXECUTION**

with Byron Hardie, *Indianapolis Business Journal*

How do you ignite growth after 18 years of flat or declining revenue? In this "part 2" session with Byron Hardie of Indianapolis Business Journal, we will learn how IBJ changed its mindset and began to view revenue holistically, invest in areas with the highest opportunity, gain better insight on customer value and behavior, and leverage talent, patience and collaboration to build a foundation for the future. Change is not easy, and it took both philosophical and cultural shifts to grow revenue, including using data and proven methodologies to get early wins, building buy-in with leadership, and creating a product roadmap and infrastructure for success.

3:00pm — **STRATEGIC PARTNERSHIPS**

with Carrie Horn, *Bold Story Marketing*

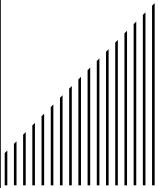
Hear how to identify and best utilize strategic partnerships. Learn how to use these alliances to increase subscriber numbers, curate unique advertiser benefits and reach target audiences to achieve specific marketing goals. Find out how to approach partners that can simultaneously increase the quality of virtual and in-person events while helping to lower the hard cost. Plus, understand how to leverage and integrate all of these offerings to elevate your brand and strengthen market position.

TUES, JAN 26 (continued)

4:00pm — **SALES OBJECTION MANIA**

with Ryan Dohrn, *Brain Swell Media*

From COVID delays to no budget to my accountant will not let me spend, Ryan will share how he and other business pub street warriors are handling sales objections. Ad sales coach Ryan Dohrn has gathered sales objections from over 400 salespeople, including your fellow AABP members, and has compiled the best replies, responses, and answers. Plus, bring any new objections and Ryan will answer them live.



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