

fall publishers retreat

OCTOBER 28 – 29, 2019 | HILTON MAGNIFICENT MILE, CHICAGO, ILLINOIS

MONDAY, OCTOBER 28

11am–1pm: **Board of Directors Lunch**

12pm: **Registration Opens**

12:45pm: **Opening Remarks**

1–2pm: **Sales Strategies for Targeting + Winning Key Accounts (part 1)**

Target Audience: Owners, Publishers, Sales Managers, Key Account Executives | Are you and your team tired of getting stuck in the same box? Are you answering your prospects questions, but not getting commitment? Are you doing what the prospects ask, but they've ghosted you? Are you delivering solutions and proposals, but are disappointed that you're not hitting the revenue you hoped for? Take hope out of your sales process and join Brett Baker, a skilled sales process trainer, to learn about how to break the old, traditional way of selling and disrupting the buyer/seller dance. Learn why sales people fail and test your team's status of being a business partner or an ad sales person. Learn specific sales strategies for targeting and winning key accounts and developing deeper, more sustainable relationships. This session goes well beyond the front line and into the sales culture of the organization. Owners and publishers that are ultimately responsible for the bottom line are core to this discussion and can expect actionable strategies for growth and results-oriented leadership.

2–2:15pm: **Break**

2:15–3:15pm: **Sales Strategies for Targeting + Winning Key Accounts (part 2)**

Target Audience: Owners, Publishers, Sales Managers, Key Account Executives | orem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

3:15–3:30pm: **Break**

3:30–4:45pm: **Sales Roundtable Open Discussion**

Target Audience: Sales Managers, Key Account Executives | Following the training with Brett Baker, we will have a roundtable discussion on what's working, what's not working and what's next in B2B ad sales.

3:30–4:45pm: **How (and why) to Start a Content Studio**

So, you want to develop a content studio. Problem is, what is a content studio and what's the ROI on the possible endeavor? Here's what we know; you have clients, you have audience, and you have successful channels for marketers to amplify their messages to your readers, users, and followers. A recipe for success. But one of the missing ingredients can be the right message. Enter branded content. Many marketers work with agencies to develop branded content for their own channels—but more and more marketers want messaging that will resonate with new audiences. Your audience. You know your audience. You know the voice and tone that will connect. Heck, you may already be doing this, but you haven't packaged it as a product yet. (You should.) The secret sauce to this? It's really about brand journalism, and it can be your nuanced differentiation in your marketplace. Jayne Haugen Olson will walk you through how to create an in-house content studio and will provide guidance on staffing models, pricing, and will walk you through successful case studies. As publishers continue to look for solutions to provide clients—and new revenue streams—a studio should be part of your 2020 plans.

5–6pm: **Opening Reception**

Dinner on your own.



TUESDAY, OCTOBER 29

7:30–8:30am: **Breakfast**

8:30–9:30am: **How to Survive in the Sales Battlefield**

Hear from Tim Bingaman of Circulation Verification Council on how you can differentiate your brand from competitors using your personalized reader survey results, followed by Phillip Beswick of The Media Audit who will take us through B2B vertical insights, how business media companies can prepare better to win new business and the secret weapons you can use to build a solid case to get your B2B buy added to a traditional media plan. Stop being a casualty on the sales battlefield!

9:30–9:45am: **Break**

9:45–11am: **Key Account Sales Strategies and Case Studies**

Moderated by Marty Goodnight of Springfield Business Journal

- Identifying Growth Strategies Among Key Account
- Shifting the Mindset for Developing Key Accounts
- Sales Processes for Key Accounts
- Idea Generation for Key Accounts
- Presenting to and Closing Key Accounts
- Key Account Case Studies with AABP panelists

11–11:15am: **Break**

11:15am–Noon: **Win Back Strategies**

Hear from Rhett Taylor, Advertising Director for D CEO, on how they worked the "dead list" of non-responsive prospects and previous advertisers to win back over \$1M in new business for D CEO.

Noon–1pm: **Group Lunch**

1–2pm: **Action Planning: Working on your own Key Account Strategic Plan**

While the iron is hot, work with your team to outline a specific action plan for applying strategies and tactics for growing key accounts. Create a timeline with your team for who you will target and the potential outcome. Brainstorm specific ideas and approaches with other markets and implement new approaches immediately to impact revenue from your highest potential accounts.

THE ALLIANCE 
OF AREA BUSINESS PUBLISHERS

ABOUT the SPEAKERS



Brett Baker

Brett Baker owns Trustpoint, a Sandler Training center. Trustpoint offers sales, management and customer service training to companies and individuals focusing on the personal development of each client. Brett works with company owners and leaders to build a culture of communication and trust. Brett has carved a coaching niche by teaching the Sandler

process to professionals who have the desire to put the pressure on the process, not on the individual.

Brett's mission is simple: Grow and coach professionals to become better versions of themselves.



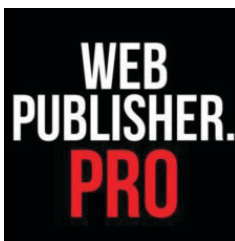
Jayne Haugen Olson

Jayne Haugen Olson is the SVP, Owned Media for MSP Communications publishers of Mpls.St.Paul Magazine and Twin Cities Business. Prior to her current position, Jayne was integral to helping grow MSP's content marketing agency, MSP-C, earning her recognition as Best Content Director by the Content Council in 2015, and being named one of Folio's Top Women in Media in 2017. She is

now taking that deep knowledge to build revenue through branded content strategies for the company's owned titles.

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