

**THE ALLIANCE OF
AREA BUSINESS
PUBLISHERS**

**VIRTUAL
NATIONAL
CONFERENCE**

JUNE
22-25,
2020





Welcome to the AABP Virtual Conference!

Like many of you, we were in the midst of planning our live summer event when the pandemic hit and we had to shelf our plans until 2021 and start anew. Over the last 4 weeks, we asked ourselves: What do our members need to hear right now? Who is ready to share strategies? What can we do to thank our associate members who have not wavered in their professional and financial support of AABP?

We decided to extend the conference from 2 days to 4 days and host concurrent sessions over 3 times slots in the late afternoon to prevent disruption to the workday while allowing you to participate in as many sessions as possible. All of the keynotes and sessions will be "live" on Zoom, but also recorded for you to listen to at any time. On the closing evening, we will live stream the AABP Editorial Awards ceremony, raising our virtual glasses to all of the winners.

Thank you to the team of volunteers that helped put this new program of 20+ sessions and keynotes together quickly. We hope the conference will inspire and motivate you to keep adapting, innovating, and sharing strategies with each other to help your businesses recover and grow in 2020.

Cate Sanderson

Executive Director of AABP

THE ALLIANCE 
OF AREA BUSINESS PUBLISHERS



SCHEDULE AT A GLANCE

MONDAY, JUNE 22

2:45-3:45pm

Opening Remarks and Keynote Address

4-4:45pm

AUDIENCE DEVELOPMENT TRACK

Growing the Top of the Funnel

MARKETING/EVENTS TRACK

Roundtable Discussion

5-5:45pm

EDITORIAL TRACK

Great Journalism on a Budget

SALES TRACK

The Authenticity Impact

TUESDAY, JUNE 23

2:45-3:45pm

Opening Remarks and Keynote Address

4-4:45pm

MARKETING/EVENTS TRACK

Components of Virtual Success

DIGITAL TRACK

Newsletter Engagement and Revenue

5-5:45pm

EDITORIAL TRACK

A Discussion on a World Turned Upside Down

SALES TRACK

The New Programmatic Playbook

SCHEDULE AT A GLANCE

WEDNESDAY, JUNE 24

3-3:45pm: Biz Mags Roundtable

AABP business magazine publishers will meet to discuss trending topics in Biz Mags and the B2B community including successful advertising sections, editorial calendars, events, sponsorships, balancing service vs. investigative reportings and the opportunities arising from the demise of daily newspapers.

3-3:45pm: Sales Managers Roundtable

AABP sales team leaders meet to discuss how to motivate and incentivize the sales team during this challenging sales environment.

4-4:45pm

DESIGN TRACK

Designer Roundtable

AUDIENCE DEVELOPMENT + EVENTS TRACK (Joint Session)

Best Ideas

5-5:45pm

EDITORIAL TRACK

Using Analytics to Influence Your Coverage

SALES TRACK

Selling Sponsored Content

THURSDAY, JUNE 25

3-3:45pm

AUDIENCE DEVELOPMENT TRACK

Innovation Strategies with Harvard Business Review

MARKETING/EVENTS TRACK

Preserving Profitability in a Pandemic

4-4:45pm

DESIGN TRACK

Show and Tell

5-6:00pm

EDITORIAL TRACK

Best Ideas

SALES TRACK

Best Ideas

6:30-7:30pm: Awards Ceremony Live on Facebook

AUDIENCE DEVELOPMENT SESSIONS

JUNE 22 • 4-4:45pm

GROWING THE TOP OF THE FUNNEL

Learn how to grow your audience pipeline, strategies for new acquisition and more!

Speakers: *Mike Dolan and Catherine Lanucha
of Crain Communications*

JUNE 24 • 4-4:45pm

BEST IDEAS (joint session)

Two great sessions combined into one! Hear the best ideas for events and audience development!

JUNE 25 • 3-3:45pm

INNOVATION STRATEGIES WITH HARVARD BUSINESS REVIEW

Joshua Macht, Chief Product Innovation Officer for Harvard Business Publishing (HBP), will talk about how The Harvard Business Review, the company's flagship magazine and website, responded to the pandemic with diverse editorial formats and built readership. Additionally, he'll demonstrate how the entire publishing company took advantage of this content across the entire company to weave it throughout all of HBP's offerings.

Speaker: *Josh Macht, the Chief Innovation Officer
at the Harvard Business Review*

SALES SESSIONS

JUNE 22 • 5-5:45pm

THE AUTHENTICITY IMPACT

When we embrace who we really are and step into our unique experiences, strengths and talents, we amplify our impact at work, at home, in our relationships and with our children. This is how we forge a new path and not just change our world, but change the world. This high energy interactive talk will motivate you to embrace your authenticity impact, recognize what makes you unique and inspire you to live into your full range.

Speaker: *Erika Gerdes, The Art of Undoing*

JUNE 23 • 5-5:45pm

THE NEW PROGRAMMATIC PLAYBOOK

As times change, so does the need for a new programmatic playbook. Learn from seasoned AABP members how to take market share from billboard, radio and other forms of advertising and turn it into successful programmatic campaigns. You will also learn how to evolve current campaigns to be more relevant as work commutes and travel patterns shift. Following this session, you'll have a perfect playbook to go after new business and retain your current clients with new, more fitting campaigns.

Speakers: *Karen Martinelli and Mike Martinelli of Today Media*

JUNE 24 • 5-5:45pm

SELLING SPONSORED CONTENT

We all know what sponsored content is, but how (exactly) do you price and sell it? How do you show ROI to the customer? Which teams are involved with the pitch, the proposal, which assets will deliver the intended audience and results to the client and how do you renew sponsored content campaigns so they are worth the effort?

Speakers: *Marty Goodnight of Springfield Business Journal and Rian Heaslip of Twin Cities Business*

JUNE 25 • 5-6:00pm

BEST IDEAS

Hear from your fellow AABP members on the BEST IDEAS for driving revenue and profits!

DESIGN SESSIONS

JUNE 24 • 4-4:45pm

DESIGNER ROUNDTABLE

Designers discuss a wide variety of topics including the balance between print and digital design, how communication and execution has changed in 2020 and what's working now.

Group Discussion Moderated by Hamilton Hedrick of D CEO

JUNE 25 • 4-4:45pm

SHOW AND TELL

Designers display and discuss their best work from 2019-20.

Moderated by: *Hamilton Hedrick of D CEO*

DIGITAL SESSIONS

JUNE 23 • 4-4:45pm

NEWSLETTER ENGAGEMENT AND REVENUE

The role of the newsletter is changing. Learn how B2B companies are adapting their strategic use of newsletters, improving engagement on those products and increasing revenue on a newsletter's bottom line.

Speakers: *Ashley Mulder, Twenty-First Digital and Diego Sanchez, HousingWire*

MARKETING & EVENTS SESSIONS

JUNE 22 • 4-4:45pm

ROUNDTABLE DISCUSSION

Marketing + Event teams discuss how they are planning, pivoting and progressing in the pandemic.

Group Discussion

JUNE 23 • 4-4:45pm

COMPONENTS OF VIRTUAL SUCCESS

With new challenges comes new opportunities. Three event directors discuss their most successful virtual/hybrid events, how they're keeping their audience engaged, and how they're handling sponsorship fulfillment to keep revenue in tact.

Speakers: *Anthony Bagnoli of Hawaii Business Magazine,
Tiffany Mattzela of Arkansas Business Publishing Group,
Ashley Moore of Corridor Business Journal*

JUNE 24 • 4-4:45pm

BEST IDEAS (joint session)

Two great sessions combined into one! Hear the best ideas for events and audience development!

JUNE 25 • 3-3:45pm

PRESERVING PROFITABILITY IN A PANDEMIC

Marketing and event directors discuss how to drive revenue to make virtual/hybrid events succeed financially. Topics include retaining and growing sponsorship sales, when and how much to charge for ticket sales, and more.

Speakers: *Josh Golden of Ad Age and
Julio Malera of Greater Baton Rouge Business Report*



EDITORIAL SESSIONS

JUNE 22 • 5-5:45pm

GREAT JOURNALISM ON A BUDGET

Keynote speaker Kathy Best will discuss how her small Montana newspaper staff was able to get a state law changed, and answer questions from editorial/design tract participants who are looking for advice and guidance on investigative projects they may be working on.

Speaker: *Kathy Best of the Howard Center for Investigative Journalism*

JUNE 23 • 5-5:45pm

A DISCUSSION IN A WORLD TURNED UPSIDE DOWN

The demand for news is higher than ever. The coronavirus has upended the economy, and AABP newsrooms across the world are adjusting to a new pace, changing print schedules, fluctuating resources and an even more pressing need to innovate. Plus, major general news – particularly protests against inequality and the general election – are dominating the national conversation. In this session, the various editorial teams will gather for a discussion of how they are dealing with all these changes and moving forward in a difficult time.

Moderated by: *Brad Kane of Worcester Business Journal,
Rich Klicki of Daily Herald Business Business Ledger,
Peter Osborne of Delaware Business Times*

JUNE 24 • 5-5:45pm

USING ANALYTICS TO INFLUENCE YOUR COVERAGE

Newsrooms have more data than ever to determine how their readers and engaging with their publications and what content they are reading. Howard Rauch will discuss (and answer questions about) scoring systems that can be applied to print, his new system for evaluating e-news delivery, and a new calculation that measures enterprise reporting prominence (ERP).

Speakers: *Howard Rauch of Editorial Solutions Inc.*

JUNE 25 • 5-6:00pm

BEST IDEAS

Everyone's favorite session is back!! AABP newsrooms will share their best ideas from the past year, offering insight into how these projects and initiatives can be carried out throughout AABP. We will also discuss successful Just Add Water ideas, with a handout.

Editors review submissions

KEYNOTE SPEAKER

MONDAY, JUNE 22



Kathy Best

*Director of the Howard Center for Investigative Journalism at
the University of Maryland's Merrill College of Journalism*

KEYNOTE:

"The future of news: Keeping journalism relevant in the post COVID-19 world"

Already reeling from dramatic losses in ad revenue and readership, the COVID-19 pandemic and its economic fallout have again put news organizations against the wall, trying to maintain high standards of quality journalism in the face of further staff and budget reductions. How can a publication keep producing quality journalism and remain relevant to its audience? Through innovative use of the resources you have and a bit of help from friends, you can manage to continue to produce quality, engaging content that your readers expect from you.

ABOUT KATHY

After spending four decades producing stories designed to make a difference in the places where she's lived, Kathy Best moved to academia in June 2019 to train the next generation of investigative reporters as the inaugural director of the Howard Center for Investigative Journalism at the University of Maryland's Merrill College of Journalism.

Best previously worked as the executive editor of The Seattle Times and the Missoulian in Missoula, MT, and as a top editor for the Seattle Post-Intelligencer, St. Louis Post-Dispatch and Baltimore Sun. She was also a reporter for the Post-Dispatch in its Washington, DC, and Illinois statehouse bureaus.

At the Seattle Times, she led the staff to two Pulitzer Prizes for coverage of breaking news, including real-time reporting of the manhunt

for a gunman who shot four police officers. The staff also won two prestigious Online Journalism Awards under her watch for a project on ocean acidification and coverage of a devastating mudslide in Oso, Washington, that claimed 43 lives. At the Missoulian, she worked with a news staff of eight on a year-long project on virtually unregulated programs for troubled children that resulted in changes to state law and a new regulatory system. The Howard Center's first project, published last September, showed that a warming globe would hit the urban poor hardest. The collaboration with NPR so far has won four national awards for innovative and collaborative storytelling.

As a reporter, Best covered the U.S. Supreme Court, Congress and presidential politics in DC and covered the Illinois Legislature and state politics in Springfield and Chicago.

KEYNOTE SPEAKER

TUESDAY, JUNE 23



David B. Woronoff

President and Publisher, The Pilot

KEYNOTE:

“Diversifying Revenue Streams”

If the only tool you have is a hammer, then every problem looks like a nail. Hear how a small-town community newspaper transformed itself into a statewide publishing enterprise through diversifying revenue streams while maintaining the highest editorial standards and winning national newspaper awards.

ABOUT DAVID

David Bagley Woronoff, 55, became president and publisher of *The Pilot* newspaper in Southern Pines, N.C. in 1996. *The Pilot* publishes twice a week with a paid circulation of 12,500 and was named the best community newspaper in the nation in 2015, 2016 and 2017 by the National Newspaper Association. *The Pilot* has transformed from a twice-weekly newspaper into a statewide media company during David's 24 years at the helm.

Today, *The Pilot* publishes five regional magazines (*PineStraw* in the Sandhills, *O.Henry* and *Seasons* in Greensboro, *SouthPark* magazine in Charlotte and *Salt* in Wilmington), *Business North Carolina* magazine in Charlotte and two telephone directories. The company also owns the 65-year-old Country Bookshop in downtown Southern Pines.

David moved to the Sandhills from Charlotte, where he worked as the director of business development for Business North Carolina, a monthly magazine with a circulation of 30,000.

David holds a BA in English from the University of North Carolina at Chapel Hill, where he also completed the business school's Young Executives Institute sequence.

In 2008, David was honored with the United Way of Moore County's Cornerstone Award for his service to the community. In 2015, he received the Kiwanis Club of the Sandhills' Builders Cup Award for his 19 years of community service. In 2019, David was inducted into the North Carolina Journalism Hall of Fame.

Aside from his work with industry-related trade associations, David serves currently on numerous different boards including the University of North Carolina at Chapel Hill School of Media and Journalism. David lives in Pinehurst with his wife, Adair. Between the two of them, the couple has five children.

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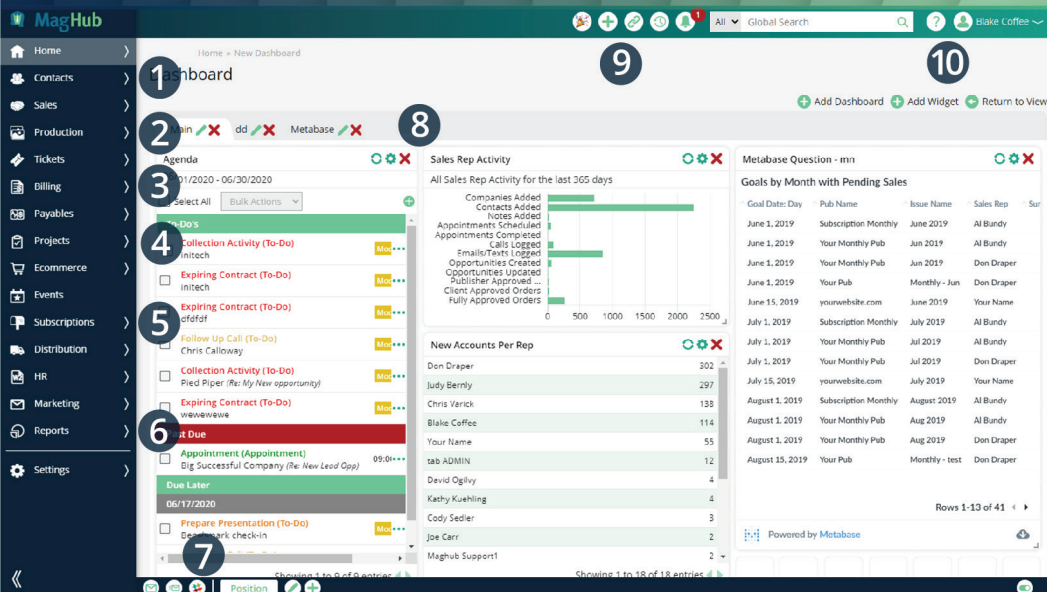
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MagHub

The All-in-One Media Publishing ERP



The screenshot shows the MagHub dashboard with the following numbered callouts:

- 1** Dashboard: The main overview area.
- 2** Home: The top navigation bar.
- 3** Agenda: A calendar view of tasks and events.
- 4** Collection Activity (To-Do): A list of tasks related to content collection.
- 5** Expired Contract (To-Do): A list of tasks related to expired contracts.
- 6** Follow Up Call (To-Do): A list of tasks related to follow-up calls.
- 7** Appointment (Appointment): A list of tasks related to appointments.
- 8** Sales Rep Activity: A bar chart showing activity for the last 365 days.
- 9** New Accounts Per Rep: A table showing new accounts for each sales rep.
- 10** Metabase Question - mm: A table showing goals by month with pending sales.

- 1) CRM** Including Calls, Emails, and Text
- 2) Production** MagBuilder Flatplanning
- 3) Billing** QuickBooks Online Integration
- 4) Projects** Features Freelancer Portals
- 5) Subscriptions** Digital and Print

- 6) Reports** 100+ Ready Reports
- 7) Integrations** Zapier, Slack, and More
- 8) New Dashboard** Customized Data
- 9) Quick Actions** One-Click Actions
- 10) User Management** Full Control

What's New?

Google Ad Manager (DFP) Robust Integration WooCommerce Integration

Vendor Management BlueToad Integration

Digital Media Module Dwolla Payments Integration Metabase Integration