

THE ALLIANCE 
OF AREA BUSINESS PUBLISHERS



Fall Workshop

Chicago, IL

OCTOBER 25-26, 2021

WELCOME TO CHICAGO



Host + Meeting Chair:

Jim Kirk, Group Publisher at
Crain Communications

Co-Chair: Josh Schimmels, Publisher at
Los Angeles Business Journal

SCHEDULE AT A GLANCE

MON, OCTOBER 25

9am-11:00am

Board of Directors Meeting

12:30-1:30pm

Group Lunch + Networking

1:30-1:45pm

Opening Remarks

1:45-2:45pm

Keynote Interview with Fast Company + Inc.

2:45-3:00pm {break}

3-4:15pm

**Sustaining Sales Momentum in
A Constantly Shifting World**

4:15-4:30pm {break}

4:30-5:30pm

The Future Is First-Party

5:30-6:30pm

Opening Reception + Networking

TUES, OCTOBER 26

7:30-8:30am

Group Breakfast

8:30-9:30am

Employee Engagement and Retention

9:30-10:30am

Content Studio Case Studies

10:30-10:45am: {break}

10:45-11:30am

Printing, Paper and Subs Roundtable

11:30-12:30pm

Events + Event Sponsorships Roundtable

12:30-1:30pm

Group Lunch

1:30-2:00pm

Technology Trends to Save Time and Money

2-3:00pm

Best Ideas

12:30-1:30PM ■■■■■ **GROUP LUNCH + NETWORKING**

1:30-1:45PM ■■■■■ **OPENING REMARKS**

1:45-2:45PM ■■■■■ **KEYNOTE INTERVIEW WITH FAST COMPANY + INC.**

Jim Kirk, Group Publisher at Crain Communications interviews Joe Mansueto, founder of Morningstar Inc., CEO of Mansueto Ventures and owner of *FastCompany* and *Inc.* magazines.

2:45-3:00PM ■■■■■ **BREAK**

3-4:15PM ■■■■■ **SUSTAINING SALES MOMENTUM IN A CONSTANTLY SHIFTING WORLD**

The current environment has drastically changed sales. In the absence or uncertainty of traditional conferences, networking events, and lunches, many are left wondering how to stay connected with contacts. Moreover, when so many contacts are facing significant upheaval and uncertainty in their own organizations, reaching out now may come across as tone deaf, overly aggressive, or patently self-motivated. And yet, the current environment also creates unique business development opportunities. Now more than ever, investing in authentic relationship building and looking for ways to be a valuable resource to contacts—even when we have nothing immediate to gain—is crucial. In particular, hear and share ideas to address:

- Why staying connected and investing in relationships matters now more than ever
- Sales and prospecting activities that are relevant and timely in the current environment and how to prioritize them
- The more things change, the more they stay the same. A reinforcement of selling best practices that still apply, even in the current circumstances

***SPEAKER**

Alycia Sutor of Growth Play

4:15-4:30PM ■■■■■ **BREAK**

4:30-5:30PM ■■■■■■

THE FUTURE IS FIRST-PARTY

From Apple's recent Mail Protection Privacy announcement, to the collapse of the third-party cookie, what data we know of our consumers and how we acquire that data is changing. Join Twenty-First Digital's Ash Considine as we discuss the renewed importance of first-party data, strategies to capture your consumer's data, and other upcoming digital trends that will impact your business.

***SPEAKER**

Ash Considine, Twenty-First Digital

5:30-6:30PM ■■■■■■

OPENING RECEPTION + NETWORKING

TUESDAY, OCTOBER 26

7:30-8:30AM ■■■■■■

GROUP BREAKFAST

8:30-9:30AM ■■■■■■

EMPLOYEE ENGAGEMENT AND RETENTION

While the pandemic has created a lot of challenges for publishers, the Great Sansdemic (workforce shortage) has the potential to create an even bigger challenge ... and opportunity. Don Harkey, CEO of People Centric Consulting Group will share systems you can install that you can earn employee engagement and boost retention while also creating a high-performance culture.

***SPEAKER**

Don Harkey, People Centric Consulting Group

9:30-10:30AM ■■■■■■

CONTENT STUDIO CASE STUDIES

AABP panelists present case studies of successful projects launched by their content studio divisions including how to package, price and staff the studio for success and profitability.

***SPEAKERS**

*Springfield Business Journal, BizTimes Milwaukee,
Crain Communications and Baton Rouge Business Report*

10:30-10:45AM ■■■■■■

BREAK

TUESDAY, OCTOBER 26 (CONTINUED)

10:45-11:30AM PRINTING, PAPER AND SUBS ROUNDTABLE

LSC Communications will present their perspective on the current and future trends in printing, followed by a roundtable discussion among members on what's working, what's not working and the future of print, paper, distribution and subscription fulfillment.

*SPEAKERS

Rose James, LSC Communications and Jamie Pendeey of Crain Communications

*MODERATOR

Josh Schimmels of Los Angeles Business Journal

11:30-12:30PM EVENTS + EVENT SPONSORSHIPS ROUNDTABLE

Los Angeles Business Journal and Crains kick-off this events roundtable on how events are shaping up for 2021 and 2022 including live, hybrid, webcasts and which ones attract the most attendees and engage audiences the best in which format. Also, panelists will review sponsorships including packages, market segment targets, pricing, deliverables and how to show ROI in each event format. We will also touch on the growing demand for custom event services.

*MODERATORS

Josh Schimmels of Los Angeles Business Journal and Jim Kirk of Crain Communications

12:30-1:30PM GROUP LUNCH

1:30-2:00PM TECHNOLOGY TRENDS TO SAVE TIME AND MONEY

Hear from AABP members on technology they have discovered which is saving time and money.

2-3:00PM BEST IDEAS

AABP members tell how they innovated and thrived in the last 18 months what might work in your market too!

*MODERATOR

Josh Schimmels of Los Angeles Business Journal





DON HARKEY

*Owner and CEO of
People Centric
Consulting Group*

Don Harkey is the CEO and Founder of People Centric Consulting Group in Springfield Missouri. People Centric helps organizations and their leaders to become the best versions of themselves through systems that support the creation of a strong culture. Don holds a B.S. in Chemical Engineering from the University of Nebraska-Lincoln and spent 10 years working for Fortune 500 companies (Archer Daniels Midland and 3M) before taking a leap into the world of management consulting.

During the pandemic, Don discovered a new passion for Zoom calls, ordering on Amazon, and Old Fashioneds.



JOE MANSUETO

*Owner and Chairman of
Chicago Fire
Football Club*

*Executive Chairman of
Morningstar, Inc.*

Joe Mansueto is Owner and Chairman of Chicago Fire FC. Since acquiring the Club in September 2019, he has made significant changes—including moving the team back to Soldier Field—that have created renewed excitement for Fire fans across Chicagoland.

Prior to owning the Fire, Mansueto founded Morningstar in 1984 and became executive chairman in 2017. He has served as chairman of the board of directors from the company's inception, and as chief executive officer from 1984 to 1996 and again from 2000 to 2016.

Before founding Morningstar, Mansueto was a securities analyst at Harris Associates. He holds a bachelor's degree in business administration from the University of Chicago and a master's degree in business administration from the University of Chicago Booth School of Business.

Mansueto, his wife, Rika, and their children live in Chicago.



ALYCIA SUTOR

*Managing Director of
Growth Play*

Alycia Sutor has more than 20 years' experience helping professional sellers and professional services rainmakers accelerate sustainable, profitable growth. She is particularly passionate about helping individuals create greater impact by aligning how they sell, lead, and work to power individual, team and organizational growth.

Prior to her current role, Alycia oversaw the business development functions at Goldberg Kohn and McDermott Will & Emery. Alycia is also passionate about elevating the profession of law through various volunteer leadership roles, including with the Legal Marketing Association (LMA), where she served as LMA's President of the International Board of Directors, as well as the Board President for the Midwest Region. She is a Fellow of the College of Law Practice Management and has served on the advisory board of the Legal Sales and Service Organization. Alycia is a frequent speaker on business development topics, which includes guest teaching appearances at IIT Chicago-Kent College of Law.

Clients often remark that working with Alycia feels like they have been to the gym, the spa and the therapist all at the same time.

Alycia received her MBA from Northwestern University's Kellogg Graduate School of Management and her BA from Augustana College in Rock Island, Illinois and lives in Oak Park, IL. When not with clients, she is learning how to transition to life as an almost empty-nester by developing her love of books and bourbon, but usually not at the same time.

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