

A vibrant photograph of the Chicago skyline, featuring the Willis Tower as the central focus. The city is surrounded by green trees along the waterfront, and a white ferry boat with passengers is visible on the water in the foreground. The sky is a clear, bright blue with scattered white clouds.

A A B P

# FALL WORKSHOP

SEPTEMBER 26-27, 2022

HILTON MAGNIFICENT MILE  
CHICAGO, IL

MEETING CHAIRS:

Chris Conetzkey of Des Moines Business Record  
Jim Kirk of Crains Chicago

# MONDAY

## SEPT 26, 2022

- 8AM-10:00AM** —————> **Board of Directors Meeting**
- 12:30-1:15PM** —————> **Group Lunch + Networking**
- 1:15-1:30PM** —————> **Opening Remarks**
- 1:30-2:15PM** —————> **Leveraging Partnerships and Data Trends for Future Sustainability**  
In this session by German Santana of Google, learn about:
- How business publishers can form partnerships to drive revenue and create a future sustainability model
  - Digital advertising growth areas for publishers
  - Latest online news consumption trends
- 2:15-3:00PM** —————> **Industry Trends in Digital Media Transformation: Where is the money?**  
In this session, we'll lay the groundwork by looking at industry trends in digital transformation, with a particular focus on B2B media. We'll discuss drivers of long-term sustainability, audience growth and engagement, and digital revenue growth. We'll cover the top areas of opportunity, and also those that were the most interesting to you based on survey results. Bring your questions!  
**SPEAKER:** *Shannon Kinney, Dream Local Digital*
- 3-3:30PM** —————> **Refreshment Break/Network with Exhibitors**
- 3:30-4:15PM** —————> **3 Secrets to Increasing Digital Revenue**  
Get ready to roll up your sleeves and get practical and actionable tips and best practices on how to increase digital revenue in your operation, with a particular focus on social media, branded content and newsletter revenue. We'll discuss the 3 Secrets to Increasing Digital Revenue and the next steps to get you there. Feel free to bring questions!  
**SPEAKER:** *Shannon Kinney, Dream Local Digital*
- 4:15-5:00PM** —————> **Whiteboard Session**  
Open discussion on topics of importance.  
**MODERATOR:** *Christine Perez, D CEO*
- 5-6:00PM** —————> **Opening Reception + Networking**

## T U E S D A Y

### S E P T 2 7 , 2 0 2 2

7:30-8:30AM —————→ **Group Breakfast**

8:30-9:30AM —————→ **“2032”**

Over the past two decades, the Internet has recrafted the media landscape in two distinct waves triggered by two economic cycles. We’ve just entered a third wave, triggered by the pandemic. Gordon Borrell will describe what the media landscape is likely to look like in 2032, and how forces such as demographics, altered work habits, buying habits, and technology are pushing us toward the final stages of the democratization of media channels. You’ll learn how Gen Z will play a very significant role in media, and what opportunities lie ahead for the magazine industry.

**SPEAKER:** *Gordon Borrell, Borrell Associates*

9:30-10:30AM —————→ **Members Panel: Media in 2032**

Publishers and editors prognosticate on the media landscape in the next 10 years. They’ll discuss what changes we might see, what challenges could look like and what are they doing to prepare for success.

**MODERATOR:** *Chris Conetzkey, Des Moines Business Record*

10:30-11AM —————→ **Refreshment Break/Network with Exhibitors**

11AM-NOON —————→ **Digital Advertising Roundtable**

What’s working in digital revenue and engagement.

**MODERATOR:** *Mitch Bettis of Arkansas Business*

NOON-1:00PM —————→ **Group Lunch**

1-1:45PM —————→ **Best Ideas for Expense Control**

Everybody’s feeling the pinch of inflation. Whether big ideas or small ones, they all add up. In this fast-paced session we’ll highlight the actionable things AABP publications have done to try and reign in costs. Submit your best ideas for expense control to this roundtable discussion.

**MODERATOR:** *Chris Conetzkey of Des Moines Business Record*



## S P E A K E R   B I O S



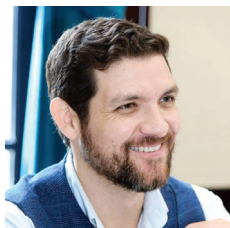
→ **Gordon Borrell** is a sought-after speaker for conferences and company meetings and is the local media industry's leading analyst. He is ranked in the top 2% among Gerson Lehrman Group's 150,000 consultants worldwide and is quoted frequently in *The Wall Street Journal*, *The New York Times*, *Ad Age*, *Forbes* and other publications. He has appeared on CNN and other TV and radio programs discussing trends and forecasts for local media. Prior to starting Borrell Associates, Gordon was vice president for new media for Landmark Communications, where he worked for 22 years.

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→ **Shannon Kinney** is a seasoned startup Founder and Executive with over 25 years of experience in digital marketing. She has been at the forefront of digital transformation for media companies since 1995, and has consulted with and presented to media companies large and small worldwide. She is considered a thought leader in the online space, and is a highly sought after keynote speaker, advisor and consultant. With deep experience in sales, marketing, online product development and leadership, this is her third nationally-scaled digital marketing solution company. She founded Dream Local Digital in 2009 "to bring the power of online marketing to small and medium sized businesses", and also to master the craft of how to make SMBs successful on social media.

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→ **Germán Santana** has been at Google since 2011 and is currently the Head of Analytics, Revenue and Optimizations for Local Newspapers in Global Partnerships at Google. He has vast experience working with advertisers and publishers.

When he is not at work, you can find Germán riding his motorcycle, playing the drums with his rock band or playing soccer.

## T H A N K   Y O U   M E E T I N G   S P O N S O R S



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