

FALL WORKSHOP

OCTOBER 23-24, 2023



—>>> ROYAL SONESTA CHICAGO RIVER NORTH <<<—

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**8-10 AM****Board of Directors Breakfast Meeting****11 AM****Registration Opens****NOON-1 PM****Group Lunch/Networking****1 PM****Opening Remarks****1:15-2:15 PM****AI and Advertising Sales: Winning Strategies**

Media guru Matt Sunshine, CEO of the Center for Sales Strategy, has been experimenting with the use of AI and advertising sales for nearly a year—a lifetime in this industry. He will share lessons learned, good ways to use it, biggest risks, why it's important to not confuse fluency with accuracy, brainstorming capabilities, and more. His presentation will include time at the end to answer your questions on AI, a tool that is evolving at a hyper-fast pace.

2:15-3:15 PM**AI: How to Protect Your Content- and Your Readers**

AI presents all sort of challenges and opportunities for publishers. But like all new technologies, understanding where legal land mines might be hidden is key. Scott Kapp, Partner at DLA Piper in Chicago, will navigate us through some of the murky legal waters around AI.

3:15-3:45 PM**Refreshment Break****3:45-4:30 PM****Roundtable: Doing More with Less**

Christine Perez of D CEO will share examples and lead an open discussion roundtable on how AABP members are finding efficiencies, changing tactics and using technology to do more with less time and fewer resources.

4:30-5 PM**Winning with the Right Company Culture**

Your company's culture can be by default or by design... we decide! In this session, led by Josh Dunn of South Sound Business, hear about the lessons learned and share your own success both internally with your employees, and externally with your customers. Josh will cover his 10 ways to improve culture, as well as how to create a winning culture in a totally remote office environment.

5-6 PM**Networking Reception**



7:30-8:30AM

Group Breakfast

8:30-9:30AM

The Creative Disruption of AI

Ben Zhao, Professor of Computer Science at the University of Chicago, will impart his knowledge and predictions about how AI will disrupt the creative process, for better or for worse.

9:30-10:30AM

AI in the Newsroom: Friend, Foe....or Both?

AI may pose the greatest threat to newsgathering. Conversely, it may be the savior of journalism. Trying to make sense of what the coming AI storm means for newsrooms is of paramount concern for our media outlets. Join Northwestern Professor Nick Diakopoulos, who specializes in AI, ethics and journalism, and Crain City Brands Group Publisher Jim Kirk in a fireside chat on the most vexing issue facing the future of journalism.

10:30-11AM

Refreshment Break

11AM-NOON

Pitching Custom

As brands continue to shift dollars from traditional branding to more content-driven programs, we increasingly have to look outside our clients' marketing departments for opportunities to engage them in sponsored content campaigns. Kristin Bull, Senior Director for Crain's Content Studio, shares 10 clues to watch for – from LinkedIn to scouring your clients' websites to reading local news headlines – that give an easy "in" to pitch your custom products.

NOON-1PM

Group Lunch/Networking

1-2PM

Data Overhaul

Looking to unearth the mountain of buried value stored in your newsroom lists and data centers? Learn how to turn this under-leveraged corner of the website into a core, premium product that drives revenue from both new and existing subscribers. Elizabeth Couch, Director of Audience for the Crain City Brands unveils how Crain's is overhauling the data centers across its markets.

SPEAKER BIOS



Nick Diakopoulos is a Professor in Communication Studies and Computer Science (by courtesy) at Northwestern University where he is Director of the Computational Journalism Lab (CJL) and Director of Graduate Studies for the Technology and Social Behavior (TSB) PhD program. He is also a Professor II at the University of Bergen Department of Information Science and Media Studies.

Diakopoulos' research is broadly oriented around topics related to Computational Journalism with active research projects on AI, automation, and algorithms in news production and distribution. He also pursues research in the area of AI, Ethics, & Society with projects related to algorithmic accountability, transparency, and impact. He is the author of the award-winning book *Automating the News: How Algorithms are Rewriting the Media* from Harvard University Press.



Scott Kapp serves as a thought-partner to his clients, focusing on their objectives. His advice and support are designed to provide entrepreneurs, investors and company owners with legal and business insights to help them make the best possible decisions - this approach allows him to be an effective partner to a diverse group of companies at all stages and to all types of investors. Scott has grown with corporate clients from inception to sale and with investors from their first deal to multiple funds. Though experienced with representing public companies, Scott is particularly focused on advising entrepreneurs and the entities that support them: family offices, venture investors and private equity funds. His approach to what happens at the intersection of law and business, and his understanding that there is a person behind every business decision, is particularly effective in his work with family operating enterprises and family offices.



Matt Sunshine is an accomplished CEO and visionary leader at the helm of the Center for Sales Strategy, a dynamic revenue performance platform revolutionizing the B2B industry. With a passion for driving companies' revenue performance, Matt spearheads the Center for Sales Strategy's three thriving divisions: Up Your Culture, LeadG2, and CSS.

Matt plays a pivotal role in helping sales organizations achieve unprecedented success. A recognized authority in his field, Matt is a sought-after writer, contributing to prestigious business blogs and publications such as *Inc.*, *Sales and Marketing Management*, *Sales Hacker*, and *Entrepreneur*. His thought-provoking insights have earned him a prominent position as a featured writer for one of America's top sales blogs. He is also the esteemed author of "Getting Prospects to Raise Their Hand," a groundbreaking book that offers invaluable strategies for capturing prospects' attention and driving conversions.

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