



AABP
SUMMER
ANNUAL
CONFERENCE

JUNE 2024

BATON
ROUGE



2024



THANK YOU

to our planning committee

CO- CHAIRS

Julio Melara, *Baton Rouge Business Report*
Chris Conetzky, *Des Moines Business Record*

EDITORIAL

Penny Font, *Baton Rouge Business Report*
Arthur Thomas, *BizTimes Milwaukee*
Ben Jacobs, *Rochester Business Journal*
Ben Swanger, *D CEO*

SALES

Susan Jacobs, *Crain Communications*
Linda Crawford, *BizTimes Milwaukee*
Angela Conicelli, *Greater Wilimington Business Journal*
Kelly Lewis, *Baton Rouge Business Report*

MARKETING/EVENTS

Kent Coules, *Hawaii Business*
Jessica Quinn, *Hartford Business Journal*

AUDIENCE

James Hume, *Baton Rouge Business Report*
Catherine Albano, *Baton Rouge Business Report*



SCHEDULE AT A GLANCE

WEDNESDAY, JUNE 19

2-4:00pm	Board Meeting
3:00pm	Registration Opens
4-5:00pm	Roundtables: <ul style="list-style-type: none">• Structuring Sales Teams for Success Roundtable• Leveraging News and Data for Increased Subscription Revenue Roundtable
5-7pm	Opening Reception

THURSDAY, JUNE 20

8-8:45am	<i>Group Breakfast</i>
8:45-9:15am	Opening Remarks and Rising Stars Presentation
9:15-10:00am	Keynote: How to Create Raving Fans - The “Engine” Behind Legendary Brands with Scott Wozniak
10:15-11:15am	SESSION 1
11:15-11:45am	<i>Refreshment Break/Network with Exhibitors</i>
11:45-12:45pm	SESSION 2
12:45-2:00pm	<i>Group Lunch/Network with Exhibitors</i>
2-3:00pm	SESSION 3
3-3:30pm	<i>Refreshment Break/Network with Exhibitors</i>
3:30-4:30pm	SESSION 4



SCHEDULE AT A GLANCE



FRIDAY, JUNE 21

8-8:45am	Group Breakfast
8:45-9:00am	Opening Remarks
9-10:00am	Keynote: AI Unleashed: Disrupting the Landscape of Business Publishing with Henry Hays
10:15-11:15am	SESSION 5
11:15-11:45am	Refreshment Break/Network with Exhibitors
11:45-12:45pm	SESSION 6
12:45-2:00pm	Group Lunch/Network with Exhibitors
2-3:00pm	SESSION 7 4
3-3:30pm	Refreshment Break/Network with Exhibitors
3:30-4:30pm	SESSION 8
6-6:30pm	Awards Cocktail Reception
6:30-9:00pm	Awards Banquet + Presentation



ROUNDTABLES

Wednesday, 4-5:00pm

Structuring Sales Teams for Success Roundtable

Angela Conicelli, Wilmington Biz will moderate a roundtable discussion on structuring sales teams: when do you know when to move from reps selling everything to dedicated reps, how to structure compensation plans to drive results, when do you add/move/adjust account bases/territory planning and organization (geographic, industry, some combination?), what do you do with existing accounts when new people join and more!

Leveraging News and Data for Increased Subscription Revenue Roundtable

Several business journals are considering how local business news and local business data can converge to create more value for readers, based on lessons learned in Western Australia, where *Business News* has flipped the traditional business model. Some AABP members are now embarking on their own journeys to combine local news and data in order to leverage higher subscription revenues. Join this open discussion to hear about who's doing what and what's working when it comes to news and data.





KEYNOTE

Thursday, June 20,
9:15-10:15am

How to Create Raving Fans - The “Engine” Behind Legendary Brands

Some customers go beyond satisfied to become raving fans. And some companies have figured out how to make this happen year after year, decade after decade. It's not magic and it's not reserved for consumer electronics. There is an “engine” that you can build to make this happen. This talk is full of tactics and tools that you can use to build your own engine and create your own raving fans.



SCOTT WOZNIAK,
CEO of Swaz Consulting, works with leaders on six continents, including those at Silicon Valley startups, multi-generation family enterprises, and Fortune 500 companies. He learned how to build legendary brands after more than two decades of studying and working with organizations, such as Disney, Chick-fil-A, Pixar, and Delta. Scott helps clients simplify what looks complex and shares the elements needed to build celebrated brands. In his latest book, Make Your Brand Legendary: Create Raving Fans with the Customer Experience Engine, he leverages his decades of brand-building experience into a system that helps leaders create world-class customer experience. Scott excels at working with leaders who want to break free from the pack and stand out in their industry.



KEYNOTE

Friday, June 21,
9-10am

AI Unleashed: Disrupting the Landscape of Business Publishing

Join us for “AI Unleashed: Disrupting the Landscape of Business Publishing,” a transformative keynote at the AABP where Henry Hays will demystify the essence of Artificial Intelligence, revealing its current impact across the business publishing sector. Attendees will gain in-depth insights into the innovative applications of AI in the industry, exploring how it's reshaping content creation, distribution, and audience engagement. We'll conclude with a practical roadmap for integrating AI into your business strategies, guiding you through initiating a successful AI pilot program. This session promises to equip you with the knowledge and tools necessary to navigate the evolving digital frontier confidently.



HENRY HAYS is a visionary CEO and co-founder of DisruptREADY, spearheads a cutting-edge business intelligence firm focusing on emerging technologies, specially Artificial Intelligence. As co-founder and CEO of DisruptREADY, Henry leads the effort to make AI simple and effective for business executives. To date, DisruptREADY has built custom Large Language Models (LLMs) in banking, healthcare, commercial real estate, state government, retail, and chemical companies. As an adjunct professor at LSU's Roger Ogden Honors College, he imparts his expertise by teaching courses on AI and LLMs, shaping the minds of future innovators. Before founding DisruptREADY, Henry played a pivotal role in developing the commercial facet of Avanir Pharmaceuticals, a company that was acquired for \$3.5 billion in cash in 2014. His multifaceted experience and entrepreneurial leadership continue to fuel advancements in tech and business strategy.

LOWE'S

**WEDS, JUNE 19TH
5:30 TO 7PM**

**shuttling from the hotel
available at 5:15pm*



**"Taste of Louisiana"
appetizer bites with open bar**

*Made by local celebrity
Chef Chris Motto
of Juban's restaurant*



**Live music provided
by Michael Foster Project**



**Capitol Park Museum
660 N. Fourth Street
Baton Rouge, LA**

EDITORIAL

THURSDAY, JUNE 20

SESSION 1 10:15-11:15am

The 5 Things Every Editor Should Be Doing with AI

In this session, we'll explore the five biggest — and most efficient — AI opportunities for editorial teams to experiment with that not only will save you time but can make your products better. ***Speaker:** David Arkin of David Arkin Consulting*

SESSION 2 11:45am-12:45pm

Professional Development in the Newsroom

This session will help newsroom leaders establish and improve how they help their journalists develop, from sharpening their reporting fundamentals to becoming subject matter experts in business. Attendees will also get tips for helping new leaders navigate the shift from the newsroom to management.

***Speaker:** Aaron Sharockman of Poynter Institute*

SESSION 3 2-3:00pm

The Power List Process

Hear from publications having success with power lists of the most influential people in their region. From picking individuals to recognize to writing profiles to collecting photos and making sure it all comes together on the page, the power list process is full of potential challenges. This session will help you tackle it head-on, whether you're planning your first book or looking to tweak your existing process.

***Speakers:** Ben Swanger of D CEO, Penny Font of Baton Rouge Business Report, Lesley Weidenbener of Indianapolis Business Journal*

SESSION 4 3:30-4:30pm

Making the Most of What You Have Roundtable

In an era when journalists are often challenged to do more with less, this session will share best practices for extending your content across multiple platforms. Hear how other AABP members are utilizing stories in print and online, making podcasts from their events, repurposing content for social media and making the most of information/data collected through lists and award programs.

***Speaker:** Moderated by Christine Perez of D CEO*

SESSION 5 10:15-11:15am

Delivering a Digital Strategy *(Joint session with Audience Development)*

Business North Carolina executive editor Chris Roush discusses how his team is delivering on a mandate to develop a digital strategy that expands the magazine's coverage and helps readers. The work has included an extensive reader survey, website updates to promote daily content, expanded use of social media and launching three paid newsletters. **Speaker:** *Chris Roush of Business North Carolina*

SESSION 6 11:45am-12:45pm

What CEO's Want from Business Publishers

Business leaders from a cross section of industries will share insights on what they're looking for when they're reading local business news.

Speaker: *Penny Font of Baton Rouge Business Report and 3 Local CEO's*

SESSION 7 2-3:00pm

Best Ideas

In advance of the conference, participants will be asked to submit one or two ideas their newsroom implemented in the past year that worked particularly well. Everyone will take a few minutes to present their idea to the group. Those who did not submit an idea are discouraged from attending. **Moderator:** *Ben Jacobs of Rochester Business Journal*

SESSION 8 3:30-4:30pm

Whiteboard Brainstorm

Throughout the conference, we hope you have written down questions and topics that you would like to discuss further in this wrap-up session for editors and writers. **Moderator:** *Andrew Weiland of BizTimes Milwaukee*

SALES

THURSDAY, JUNE 20

SESSION 1 10:15-11:15am

AI Unleashed: Transforming Ad Sales in Publishing with Tomorrow's Tools Today

In this session, sales directors will be embarking on an enlightening journey to demystify the concept and practical applications of Artificial Intelligence in revolutionizing traditional ad sales. Kicking off with a succinct overview of AI's foundational theory, the presentation will quickly pivot towards the heart of the matter—real-world use cases and a comprehensive showcase of cutting-edge tools that are currently at their disposal. This hands-on approach aims to empower sales directors by illustrating how AI can enhance efficiency, precision, and innovation in their daily operations, thereby unlocking new avenues for growth and competitiveness in the fast-evolving landscape of the publishing industry.

Speaker: Henry Hays of DisruptREADY

SESSION 2 11:45am-12:45pm

Drive Big Revenue with Branded Content and Unique Content Sponsorships

In this session, you'll learn how media companies are launching and fine tuning their branded content programs with content that's generating a significant audience, packages that are increasing value and revenue and distribution strategies that are outperforming clients' expectations. David Arkin will also share a handful of additional ways (newsletters, articles, social media) that media companies are developing new revenue streams by combining strong organic content with sponsorships. **Speaker:** David Arkin of David Arkin Consulting

SESSION 3 2-3:00pm

Using Sales Analytics to Make Data-Driven Decisions

This session will discuss, at a high level, the new age of data and the big data revolution. In addition, we will explore what is sales analytics and its benefits in practice. **Speaker:** Dr. Nawar Chaker of the LSU Professional Sales Institute

SESSION 4 3:30-4:30pm

Creating Integrated Marketing Plans That Address Advertiser Pain Points

Join us for a panel discussion of AABP members on how to be sure traditional media is included in advertising plans/packages, including using research and surveys to validate advertiser decisions. **Panelists:** Andrea Tetzlaff of Maine Biz, Marty Goodnight of Springfield Business Journal, Susan Jacobs of Crains

SESSION 5 10:15-11:15am

Unlocking Value: Proven Strategies for Monetizing First-Party Data

Explore innovative strategies for monetizing first-party to drive revenue growth. Panelists will highlight the transformative power of first-party data in driving revenue growth, emphasizing the importance of strategic storytelling, personalized solutions, product innovation, and performance measurement in maximizing monetization opportunities. **Moderators:** Jaime Schultheis of Bombara and Susan Jacobs of Crain Communications

SESSION 6 11:45am-12:45pm

The Sale Starts With You

Leverage the sales funnel methodology to optimize outcomes and foster long-term relationships with clients. **Speaker:** Erin Pou of Melara Enterprises

SESSION 7 2-3:00pm

What Do Sponsors Want? (Joint Session with Marketing/Events)

Sponsorship Sales: Creating Win-Win partnerships. A panel discussion on what sponsors are looking for today from sales and events. **Panelists:** Shelly Elmore of Twin Cities Business, Paula Connell of Western Australia Business News, Tiffany Matzela of Arkansas Business, Elizabeth McCollister Hebert of Baton Rouge Business Report

SESSION 8 3:30-4:30pm

Best Ideas

In advance of the conference, participants will be asked to submit one or two ideas they implemented in the past year that worked particularly well to drive revenue, make a great hire, train or manage a new or stagnant ad sales rep or anything that you think is worth sharing! Everyone will take a few minutes to present their idea to the group. Those who did not submit an idea are discouraged from attending. **Moderator:** Linda Crawford of BizTimes Milwaukee

MARKETING + EVENTS

THURSDAY, JUNE 20

SESSION 1 10:15-11:15am

How the AI Explosion Is Transforming Live Events

AI has gone from being a cool toy to a powerful tool—and it's doesn't cost a lot to use these tools. This session digs into how AI can be used to upgrade the customer experience of your events, before, during and after. Whether it's through crowd-sourcing, geofencing, augmented reality or image generation, AI is supercharging our tools—and new tools are being launched monthly! Note: the examples in this talk will be updated just before the event to address the latest breakthroughs.

Speaker: *Scott Wonzniak, Author of Building Legendary Brands*

SESSION 2 11:45am-12:45pm

Unveiling Excellence: Crafting an Impactful Best Places to Work Awards Program

Join us for an immersive session delving into the intricate workings of the Best Places to Work awards program. Peter Burke of Workforce Research Group shares best practices from strategic nominations that capture excellence to perfected personal touches at the event itself. Discover the art of crafting meaningful awards and orchestrating unforgettable events that celebrate achievement. In just one session, unlock the secrets to curating an impactful awards program that leaves a lasting impression. **Speaker:** *Peter Burke of Workforce Research Group*

SESSION 3 2-3:00pm

Uncover Hidden Revenue: Leveraging Established Events for Growth

Discover effective methods for capitalizing on established events to increase revenue. Learn actionable strategies from our experienced panelists to enhance your event's financial outcomes and promote long-term growth, followed by a round-table discussion on what's working in other markets. **Speakers:** *Michael Curran of Ottawa Business Journal, Mitch Bettis of Arkansas Business*

SESSION 4 3:30-4:30pm

Crafting Custom Events: Transforming Opportunities Into Profit

Learn how two publishers are using their events department to generate new revenue streams and new editorial content through custom events with top customers. **Speakers:** *David Denor of Florida Trend and Christine Rozmanich of Crain Communications*

SESSION 5 10:15-11:15am

Socialize & Succeed: Maximizing Event Impact Through Social Media Engagement

Join us for an insightful session where we explore the strategies and techniques to harness the power of social media to amplify your event's reach, engagement, and impact. Whether you're organizing a conference, seminar, workshop, or any other event, learn how to leverage social media as a powerful tool to elevate your event experience and achieve your goals. Join us to unlock the full potential of social media and take your events to new heights! **Speakers:** TBA

SESSION 6 11:45am-12:45pm

The Keys to Hiring Keynotes: Navigating Cost and Value Roundtable

Join our round table discussion on striking the ideal balance between the cost and benefits of keynote speakers. Engage in a candid exchange of experiences as we navigate the crucial decision-making process. Learn firsthand insights on identifying speakers to avoid and uncovering must-have personalities that elevate events to new heights. Gain actionable strategies to optimize your speaker selection and maximize event impact. **Moderator:** Kent Coules of Hawaii Business

SESSION 7 2-3:00pm

What Do Sponsors Want? (Joint session with Sales)

Sponsorship Sales: Creating Win-Win partnerships. A panel discussion on what sponsors are looking for today from sales and events. **Panelists:** Shelly Elmore of Twin Cities Business, Paula Connell of Western Australia Business News, Tiffany Matzela of Arkansas Business, Elizabeth McCollister Hebert of Baton Rouge Business Report

SESSION 8 3:30-4:30pm

Best Ideas/Whiteboard Brainstorm

Bring your best ideas on marketing, driving event attendance, event revenue, saving on marketing/events expenses and more! Also bring your questions and topics that are of interest to you in this wrap up session for marketing and events staffers. **Moderator:** Jessica Quinn of Hartford Business Journal

AUDIENCE DEVELOPMENT

THURSDAY, JUNE 20

SESSION 1 10:15-11:15am

Everyone Is in Audience Development

Seeing the audience as the end-all be-all, and how to empower all teams to think audience first and help raise the tide. **Speakers:** Jim Kirk of Crain Communications

SESSION 2 11:45am-12:45pm

Drive Big Revenue with Branded Content and Unique Content Sponsorships

In this session, you'll learn how media companies are launching and fine tuning their branded content programs with content that's generating a significant audience, packages that are increasing value and revenue and distribution strategies that are outperforming clients' expectations. **Speaker:** David Arkin of David Arkin Consulting

SESSION 3 2-3:00pm

Subscription Marketing Tactics

Acquisition channels and tools to drive new subscriptions. Can also include retention. Roundtable at the end for everyone to share what works and more. **Speakers:** Kyle Whitfield and Emma Discher of The Advocate Baton Rouge

SESSION 4 3:30-4:30pm

Business News 2.0

As a 2.0 to the amazing sessions by Marec Van Wyk last year in Detroit, attendees will hear an update on the revolutionary strategy by *Western Australia Business News* to drive massive subscriber revenue and engagement. Hear what's working, when they had to pivot and what's coming next. **Speaker:** Marec Van Wyk of *Western Australia Business News*

SESSION 5 10:15-11:15am

Delivering a Digital Strategy *(Joint session with Editorial)*

Business North Carolina executive editor Chris Roush discusses how his team is delivering on a mandate to develop a digital strategy that expands the magazine's coverage and helps readers. The work has included an extensive reader survey, website updates to promote daily content, expanded use of social media and launching three paid newsletters. **Speaker:** *Chris Roush of Business North Carolina*

SESSION 6 11:45am-12:45pm

Monetizing Your Data via Lead Generation

Building funnels to drive lead generation for both internal and external customers (new leads to sell advertising vs selling lead gen campaigns to advertisers).

Speaker: *Catherine Albano and James Hume of Baton Rouge Business Report*

SESSION 7 2-3:00pm

Membership and Subscription Models

In this session, we will discuss the aggregated results of the AABP survey into different subscription and membership models to find what's working and what's coming next. **Speaker:** *Leah Allen of New England Business Media*

SESSION 8 3:30-4:30pm

Whiteboard Session

What else is on your mind? Let's discuss what members are doing to grow existing and new audiences, what software is working the best to help drive the numbers, engagement tactics and more! **Moderators:** *Catherine Albano and James Hume of Baton Rouge Business Report*



WHERE TO EAT

Downtown Baton Rouge Restaurants:

The Gregory, thegregorybr.com

Cecelia's, ceceliablr.com

Cocha, cochablr.com

The Little Village, littlevillagebr.com

Stroube's, stroubes.com

Tsunami, batonrouge.servingsushi.com

Restaurants a short Uber ride away from downtown Baton Rouge:

Juban's Restaurant, jubans.com

Mansurs on the Boulevard, mansursontheboulevard.com

Gino's, ginosrestaurant.com



Top Left: Stroube's; **Right:** Juban's
Bottom Left: Cocha; **Right:** Mansurs on
The Boulevard



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OUR DATA SPEAKS VOLUMES

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