

# AABP SUMMER CONFERENCE

**June 18-20, 2025**

Ottawa, CA







## THANK YOU

Planning  
Committee

### CHAIR

Michael Curran,  
*Ottawa Business  
Journal*

### EDITORIAL

Lesley Weidenbener,  
*Indianapolis Business  
Journal*

Allison Kaplan,  
*Twin Cities Business*

Anne Howland,  
*Ottawa Business Journal*

Alexandra Olsen,  
*Corridor Business Journal*



## **SALES**

Angela Conicelli,  
*Greater Wilimington  
Business Journal*

Victoria Stewart,  
*Ottawa Business Journal*

Terry Tyo,  
*Ottawa Business Journal*

## **INNOVATION**

Jim Kirk,  
*Crain Communications*

Kristin Bull,  
*Crain Communications*

Elizabeth Couch,  
*Crain Communications*



## SCHEDULE AT A GLANCE

### WEDNESDAY, JUNE 18

8-11:00am	Board of Directors Breakfast Meeting
1:00pm	Registration Opens
3 -5:00pm	<b>Roundtables</b> <ul style="list-style-type: none"><li>• Editorial Roundtable: Elevating Younger Reporters</li><li>• Sales Group Therapy</li><li>• Creating News Products that Sell</li></ul>
5:30-7pm	<b>Opening Reception</b> at hotel

### THURSDAY, JUNE 19

8-9:00am	Group Breakfast
8:45-9:00am	Opening Remarks
9-10:00am	<b>Keynote:</b> Chasing Growth in a Forever Changing Digital World with Luiza Savage
10-11:00am	<b>SESSION 1</b>
11-11:30am	Refreshment Break/Network with Exhibitors
11:30am-12:30pm	<b>SESSION 2</b>
12:30-2:00pm	Group Lunch/Network with Exhibitors
2-3:00pm	<b>SESSION 3</b>
3-3:30pm	Refreshment Break/Network with Exhibitors
3:30-4:30pm	<b>SESSION 4</b>
5:30-7:30pm	<b>Offsite Party</b> at the National Arts Centre





## FRIDAY, JUNE 20

8-9:00am	Group Breakfast
9-10:00am	<b>SESSION 5</b>
10-11:00am	<b>Keynote:</b> The Logic Behind Canada's Hottest Business and Tech Media Company with David Skok
11-11:30am	Refreshment Break/Network with Exhibitors
11:30-12:30am	<b>SESSION 6</b>
12:30-2:00pm	Lunch on Your Own
2-3:00pm	<b>SESSION 7</b>
3-3:30pm	Refreshment Break/Network with Exhibitors
3:30-4:30pm	<b>SESSION 8</b>
6-6:30pm	<b>Awards Cocktail Reception at hotel</b>
7-9:00pm	<b>Awards Banquet + Presentation</b>



## WEDNESDAY ROUNDTABLES

**3-4:00pm**

### **Editorial Roundtable: Elevating Younger Reporters**

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Roundtable discussion by seasoned editorial staffers on how to recruit, train, mentor, shape and elevate younger reporters to the front line of the newsroom.

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Moderated by **Allison Kaplan** of Twin Cities Business and **Lesley Weidenbener** of Indianapolis Business Journal

**3-4:00pm**

### **Sales Group Therapy**

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Come with your questions and frustrations and let your peers help you leave with ideas and a fresh outlook!

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Moderated by **Linda Crawford** of BizTimes Milwaukee

**4-5:00pm**

### **Creating News Products that Sell** (joint session for editorial and sales)

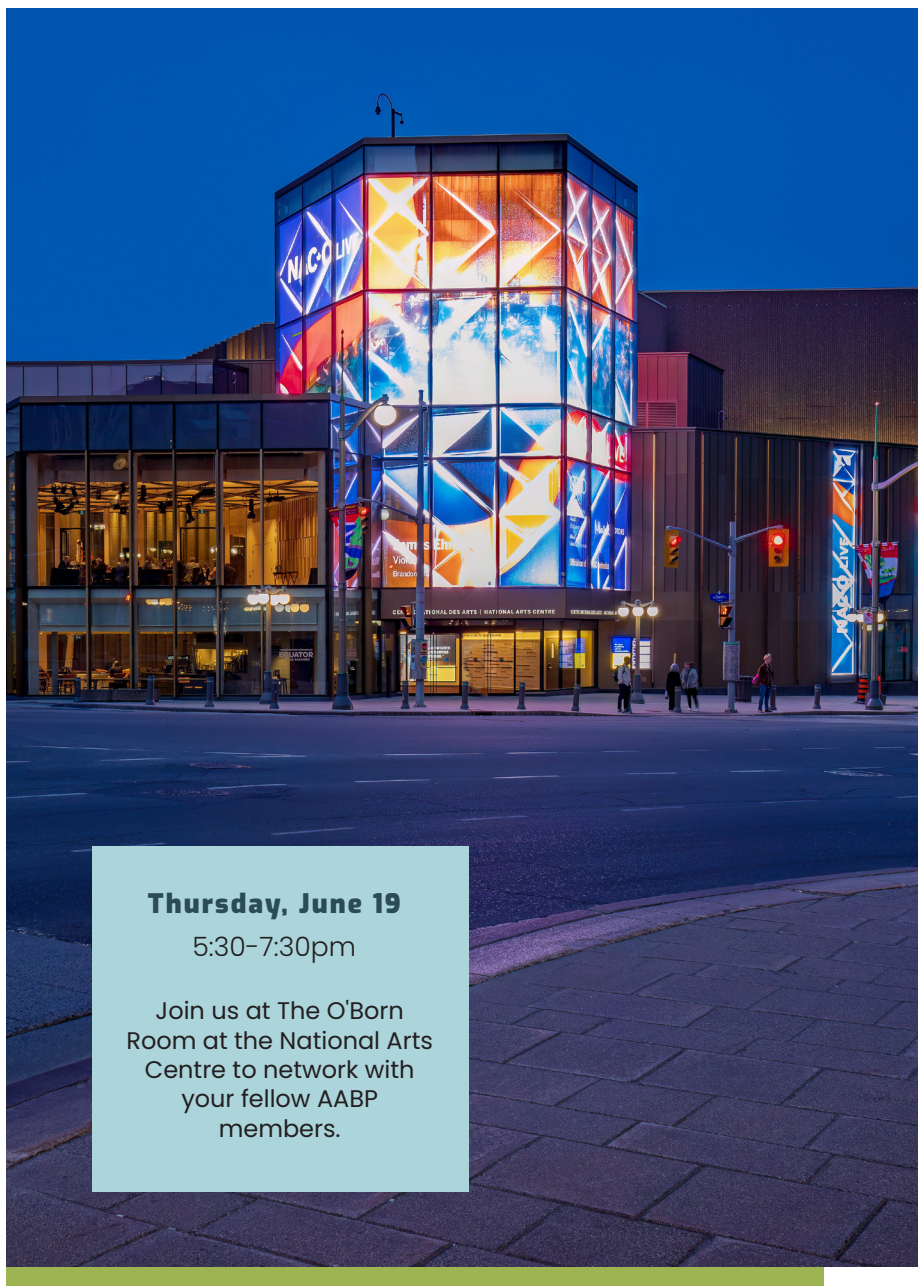
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Great publications need to be both reader- and advertiser-friendly. But sometimes the products the newsroom thinks are great ideas don't appeal to sales. Cory Schouten of Crain's New York and formerly of The Wall Street Journal and Columbia Journalism Review offers ideas for strategizing events, publications and other products that serve the journalism mission while still making money.

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Moderated by **Cory Schouten** of Crain's New York

## OFFSITE PARTY



**Thursday, June 19**

5:30–7:30pm

Join us at The O'Born  
Room at the National Arts  
Centre to network with  
your fellow AABP  
members.



## KEYNOTES

**Thursday, June 19**

9–10:00am

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### Chasing Growth in a Forever Changing Digital World

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Audience growth is getting more elusive than ever. Changes in social, SEO, podcasts and newsletters create a dizzying atmosphere. A winning growth strategy requires all parts of media companies to work together, to understand audience needs and take bold actions.

Hear from Luiza Savage, the executive editor for growth at POLITICO, where she has driven subscriber engagement strategies and created editorial products and coverage areas to serve influential audiences in the U.S., Canada and globally.

Launched in 2007, POLITICO disrupted the industry with its high-octane reporting and diversified business model that has made it one of the most successful media brands launched in the 21st Century. Despite growing to a team of more than 700 Politicos in North America and some 200 more in Europe, POLITICO has stayed true to its start-up DNA of innovation, experimentation and authoritative non-partisan journalism.



**LUIZA CH. SAVAGE** is the executive editor for growth at POLITICO where she focuses on expanding how POLITICO serves its audiences, especially delivering greater value to professional subscribers.

At POLITICO, Luiza has led the development of new editorial products and coverage areas to grow audiences in Washington, across the states and globally. This work has included newsletters, live events and multimedia formats. She spearheaded the creation of POLITICO Canada, a cross-border policy intelligence service, and led POLITICO's expansion into Canada. She has also overseen audio, video and live event content teams and guided the growth of key franchises across multiple platforms.

Before joining POLITICO, Luiza was the Washington bureau chief for Maclean's, Canada's national weekly news magazine. In that role, she covered several U.S. presidential elections, wrote and produced two television documentaries and was a regular commentator on television and radio. Earlier in her career, she worked as a reporter for three newspapers.





## KEYNOTES

**Friday, June 20**

10-11:00am

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### **The Logic Behind Canada's Hottest Business and Tech Media Company**

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The Logic has established itself as a trailblazer in Canadian media with an innovative approach to online journalism, including agenda-setting journalism and innovative newsletters.

Calling itself “Canada’s business and tech newsroom,” The Logic was founded in 2018 by David Skok on a subscriber-only model putting its audience at the centre of everything it does.

Drawing on more than two decades as a multimedia journalist, including stints in television, daily newspapers and three years at the Boston Globe as managing editor and VP digital, David is charting a unique path with the Logic. This innovative approach landed The Logic \$4-million in funding from FT Ventures, the investment arm of the Financial Times.

Don't miss this fireside chat, when Skok will delve into his experience in building The Logic and lessons learned along the way. Expect a candid conversation on the challenges and opportunities facing news business news organizations today.



**DAVID SKOK** founded The Logic in 2018. Before that he was the associate editor and head of editorial strategy at the Toronto Star. David has also served as the managing editor and vice-president of digital for the Boston Globe, and as the co-creator and director of digital for Global News. He is a leading thinker on digital transformation who co-published a seminal paper on disruption in the news industry with the Harvard Business School professor Clayton M. Christensen. David sits on the advisory board for the Nieman Foundation for Journalism at Harvard University and has served as a juror for the Pulitzer Prizes in journalism.

# EDITORIAL

Thursday, June 19

## SESSION 1: 10–11:00am

### Whiteboard Session

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Moderated by **Lesley Weidenbener** of Indianapolis Business Journal and **Allison Kaplan** of Twin Cities Business

Set the tone for the editorial track sessions by sharing your questions and answers on what's working, what's not working and what's next!

## SESSION 2: 11:30am–12:30pm

### How to Integrate the Best AI Tools into Your Newsroom

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**David Arkin** of David Arkin Consulting

This session will cover AI fundamentals to advanced tools, showing attendees how they can use the technology for efficiencies, content creation and better products – a dive deep into how media companies are building these tools into their workflows and operations using real-world examples from newsrooms across the country.

## SESSION 3: 2–3:00pm

### Getting Started with AI: Harnessing Tools for Innovation and Efficiency While Protecting Your Brand from Potential Harms Associated with Artificial Intelligence

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**Sandra Martin** of the Globe and Mail

Artificial intelligence isn't just for big media players. These emerging tools can be harnessed for engagement (see: simple digital games generators) and insight (you might already be using Google Trends or Chartbeat to get a sense of what your audiences want as well as how it's landing). This session will introduce you to some of the tools small publishers are using now, as well as the practical and ethical watch-outs.

## SESSION 4: 3:30–4:30pm

### Social Media for the Newsroom: Best Approaches with Limited Resources

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**Jim Bernard**

There aren't enough hours in the day or editors on our teams to create all the social media content we'd like to share. So how do we make the biggest impact (whether that's growing our audience or generating clicks) with the least amount of extra work? We look at the latest trends and what's working on Linked In and other platforms.

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**Friday, June 20****SESSION 5: 9-10:00am****Best Ideas**

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Share your Best Ideas from the past year with your fellow peers. Please submit a best idea in advance to participate in this session so we get ALL of the best ideas. Forms will be emailed to attendees.

**SESSION 6: 11:30am-12:30pm****By That Logic: Open forum with David Skok of The Logic**

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David Skok of The Logic

Following his keynote, David Skok, founder of The Logic, unpacks the strategies and tactics behind the success of Canada's hottest business and tech media company. Why the subscriber-only business model? How is The Logic setting the news agenda in Canada with limited editorial resources? What tech platforms are critical to their audience development goals? This is an open forum with a former VP digital at the Boston Globe, advisory board member with the Nieman Foundation for Journalism at Harvard University, and former Pulitzer Prize juror. Bring your questions!

**SESSION 7: 2-3:00pm****How to Leverage All of the Content We Already Have**

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Christine Perez of D CEO

Between digital and print and special publications, there's a great need for content that works across platforms. At the same time, many newsrooms have limited resources. How can content be altered, re-purposed or better planned for multiple purposes?

**SESSION 8: 3:30-4:30pm****How to Audit Your Beats**

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Jim Kirk of Crain Communications

Is your newsroom covering what it should? Or simply what it's always covered? We have a two-part approach that combines all the tools at our disposal — metrics, AI, mission statements, news judgement, etc. — to see what's the best use of time and where we're spinning our wheels. When done right, a beat audit can be an immensely clarifying exercise for the newsroom, helping shape both what we prioritize as an organization and more tactical details that reporters need to understand to own their beats.



# S A L E S

Thursday, June 19

## SESSION 1: 10–11:00am

### Buyer Enablement: How to Make the Sales Process Easier for Your Client to Say YES

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Jay Kleinman of TechCXO

Stuck deals, complicated pitches, and spinning your wheels on the wrong prospects is a thing of the past after learning strategies to enhance Buyer Enablement with Jay Kleinman of TechCXO. Bringing a case study from a fellow AABP member, Jay will help you learn how to engineer and simplify your sales process to remove roadblocks and make it easier for prospects to say YES and turn into loyal clients. Sales leaders will take actionable insights back to their teams to get deals moving, remove unqualified leads from the pipeline, and ensure that prospects remain aligned with your team throughout the buying process.

## SESSION 2: 11:30am–12:30pm

### Practical Applications of AI to Take You from Prospect Research to Proposal to Won Business Part 1

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Kevin Berrier of MDDC advertising

Learn how to use AI to prospect, prepare and write proposals to win enterprise accounts. After learning the "how to", get hands on help from Kevin as we break into groups to do research on actual prospects in your market.

## SESSION 3: 2–3:00pm

### Practical Applications of AI to Take You from Prospect Research to Proposal to Won Business Part 2

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Kevin Berrier of MDDC advertising

In part 2 of our AI for sales session, teams will put the finishing touches on their research using AI and give mock presentations to the group, demonstrating what AI has helped them discover, create, propose and ultimately present to their client. Prizes will be given and attendees will leave knowing how to use AI to save time, prepare better than their competitors and win big business because of it!

## SESSION 4: 3:30–4:30pm

### It's Time to Call the 'Deal Desk'

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Andy Rasero and Kristin Bull of Crain Communications

They say time kills all deals. So how do you most efficiently respond to a client request for a large proposal while ensuring there is the most thoughtful connection between the client's objectives and the solutions presented? A look at Crain's City Brands' new process for strategizing high stakes opportunities, which puts audience at the center and case studies at seller's fingertips.

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Friday, June 20**SESSION 5:** 9-10:00am**Selling to Agencies: What Do they Want and How Can We Work with Them to Better Connect with Potential Clients**

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Tony Lyons of Alphabet Creative, Andrew McWiggan of ACART and Don Masters of MediaPlus

Join us for an insightful session where three leading advertising agencies share their perspectives on what they need from media companies to drive successful campaigns. From audience insights and creative collaboration to transparency and performance metrics, this discussion will uncover the key factors that make agency-media partnerships thrive. Gain a deeper understanding of how to align your offerings with agency expectations and enhance the value you bring to advertisers.

**SESSION 6:** 11:30am-12:30pm**What is Your Management Style and How to Lead, Work With and Sell to Others**

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Moderated by Kevin Barwin of Clariti Group

This session is built around 'Personality Poker,' a team-building and self-awareness exercise designed to help individuals understand their working styles and how they interact with others. It uses a deck of specially designed cards, where participants "play" by trading and collecting cards that best describe their personality traits. The goal is to identify strengths, weaknesses, and gaps within a team.

**SESSION 7:** 2-3:00pm**Setting Sales Teams Up for Success**

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Erin Palmintier-Pou of Baton Rouge Business Report and Bonnie Jacoby of Arkansas Business

Finding great sales team members is just the tip of the iceberg. In a competitive and ever-changing landscape, how do you attract, train, and retain people for long-lasting success for your organization and continuity for your clients? Join AABP members Erin Palmintier-Pou and Bonnie Jacoby as they lead a discussion on best practices to set your team up for success and longevity through goal-setting strategies, training programs, and recruiting tactics that work!

**SESSION 8:** 3:30-4:30pm**Best Ideas**

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Moderated by Angela Conicelli of Greater Wilmington Business Journal and Victoria Stewart of Ottawa Business Journal

Our most popular session of the conference! Hear from your fellow AABP sales staffers about the best ideas from the past year! You must submit an idea to participate. Leave this session with a digital copy of the 2025 Best Ideas Book!

# INNOVATION

Thursday, June 19

## SESSION 1: 10–11:00am

### Buyer Enablement: How to Make the Sales Process Easier for Your Client to Say YES

---

Jay Kleinman of TechCXO

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### How to Integrate the Best AI Tools into Your Newsroom

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David Arkin of David Arkin Consulting

This session will cover AI fundamentals to advanced tools, showing attendees how they can use the technology for efficiencies, content creation and better products – a dive deep into how media companies are building these tools into their workflows and operations using real-world examples from newsrooms across the country.

## SESSION 3: 2–3:00pm

### Audience Growth & New Revenue: Peer to Peer Roundtable

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Luiza Savage of Politico

In a rapidly evolving media landscape, how are business publishers successfully growing their audience and launching new content products? This interactive workshop brings together publishers to share real-world case studies, explore innovative audience strategies, and ask for advice on challenges they face. Whether you're expanding niche subscriptions, developing new content verticals, or rethinking your engagement approach, this session is designed to foster peer-to-peer learning and actionable insights. Come ready to share, ask, and leave with fresh ideas to strengthen your publication's reach and revenue.

## SESSION 4: 3:30–4:30pm

### It's Time to Call the 'Deal Desk'

---

Andy Rasero and Kristin Bull of Crain Communications

They say time kills all deals. So how do you most efficiently respond to a client request for a large proposal while ensuring there is the most thoughtful connection between the client's objectives and the solutions presented? A look at Crain's City Brands' new process for strategizing high stakes opportunities, which puts audience at the center and case studies at seller's fingertips.



Friday, June 20

**SESSION 5:** 9–10:00am**Audience Insights: Event Marketing**

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**Jim Kirk** of Crain Communications

Opportunities to engage with our audience are valuable – and editorial gets priority. We take a data-driven look at when, how, where and how often to engage our audience in driving event registration – and how to partner with editorial when doing so.

**SESSION 6:** 11:30am–12:30pm**7 High Quality Content Products that Sell in 2025**

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**Kenny Katzgrau** of Broadstreet and **David Arkin** of David Arkin Consulting

Business owners and marketers love sharing their story, and there are plenty of captivating, clever and unique ways that publishers can help them achieve that. David and Kenny share 7 of their favorites, along with the process, pro-tips, and pricing that bring it all together.

**SESSION 7:** 2–3:00pm**Custom Content Show and Tell**

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Moderated by **David Denor** of Florida Trend

Submit your best custom content work in this interactive "show and tell" session

**SESSION 8:** 3:30–4:30pm**How to Audit Your Beats**

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**Jim Kirk** of Crain Communications

Is your newsroom covering what it should be? Or simply what it's always covered? We have a two-part approach that combines all the tools at our disposal — metrics, AI, mission statements, news judgement, etc. — to see what's the best use of time and where we're spinning our wheels. When done right, a beat audit can be an immensely clarifying exercise for the newsroom, helping shape both what we prioritize as an organization and more tactical details that reporters need to understand to own their beats.



## WHERE TO EAT

### High-End (closest to farthest)

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#### **Aiana Restaurant Collective:**

Showcases the diversity of Canadian cuisine with a focus on seasonal ingredients and innovative techniques. [aiana.ca](http://aiana.ca)

**Riviera:** Contemporary Canadian cuisine in a stunning heritage building. [rivieraottawa.com](http://rivieraottawa.com)

**Beckta Dining & Wine:** International cuisine with a focus on organic and local ingredients. [beckta.com](http://beckta.com)

**Whalesbone:** A popular spot known for its fresh oysters and sustainable seafood dishes. [thewhalesbone.com](http://thewhalesbone.com)

**Fauna:** Contemporary Canadian cuisine with a focus on small plates and sharing. [faunaottawa.ca](http://faunaottawa.ca)

### Mid-Price (closest to farthest)

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**North and Navy:** Italian cuisine with a focus on handmade pasta and regional specialties. [northandnavy.com](http://northandnavy.com)

**Metropolitan Brasserie Restaurant:** French cuisine with a focus on seafood. [metropolitainbrasserie.com](http://metropolitainbrasserie.com)

**Pure Kitchen:** Offers delicious and healthy plant-based meals in a casual setting. [purekitchen.ca](http://purekitchen.ca)

**Arlo:** Neighborhood restaurant with natural wine and comforting food. [restaurantarlo.com](http://restaurantarlo.com)

**Fairouz:** A modern take on Lebanese cuisine in a stylish setting. [fairouzcafe.ca](http://fairouzcafe.ca)

**The Rowan:** Modern Canadian cuisine with a focus on seasonal ingredients and craft cocktails. [therowan.ca](http://therowan.ca)

### Lunch Suggestions

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**Queen St. Fare:** Offers a diverse food hall experience, perfect for a quick and tasty lunch with a variety of vendors to choose from.

**OCCO Kitchen:** Offers a modern dining experience with a focus on fresh, seasonal ingredients and creative dishes, ideal for a memorable lunch.

**Sansotei Ramen:** If you love ramen, this place is worth the wait. Their Tonkotsu ramen is a popular choice.

**Gooney's Sandwichworks:** Serves up delicious and creative sandwiches and arepas, along with flavorful bowls, perfect for a satisfying lunch.

**Aroma Meze:** Offers a wide selection of globally-inspired "meze" dishes, perfect for sharing and enjoying a taste of the Mediterranean.

**Manx:** A cozy British-style pub with some of the best brunch and lunch food in town at a reasonable price.

**Flora Hall Brewing:** Ottawa's favourite brewery, restaurant, bar. Located in Centretown, we are a friendly, accessible bar, dive bar, neighbourhood gathering spot.



## 5 THINGS TO VISIT



**Parliament Hill:** The epicentre of Canadian politics

**Rideau Canal:** The UNESCO world heritage site

**National Gallery:** Canadian and Indigenous art, as well as international masterpieces

**Canadian Museum of History:** Journey through Canada's past, from First Nations settlements to modern times

**Rideau Hall:** Official residence of King Charles III and the Governor General.



## 5 NEIGHBORHOODS TO EXPLORE



**Parliamentary District** (5-minute walk)

The heart of Canadian politics, home to the iconic Parliament Buildings and offering tours, historical sites, and scenic views of the Ottawa River.

**ByWard Market** (20-minute walk, 10 minutes by train)

The main heritage neighbourhood, bursting with restaurants, pubs and shops.

**Elgin Street** (20-minute walk, no train, short Uber)

A bustling street known for its nightlife and restaurants.

**Lansdowne Park / TD Place** (45-minute walk, no train, short Uber)

Bordering the Rideau Canal, this is home to Ottawa's main outdoor stadium (football, soccer etc.) with dozens of restaurants, bars and outdoor markets.

**Little Italy** (40-minute walk, 15 minutes by train)

A vibrant neighbourhood known for its Italian heritage, delicious trattorias, and lively atmosphere. Walk down to Dow's Lake.





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OUR DATA SPEAKS VOLUMES



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