

# WINTER CONFERENCE 2024

## THURSDAY, FEB 1

2-4 PM **Board Meeting**

4-5 PM **Biz Mags Roundtable**

5-6 PM **AABP Opening Reception**

## FRIDAY, FEB 2

8:15-9 AM **Breakfast**

9-9:45 AM **AI Expanded for Publishers**

Where is AI being used effectively in publishing right now? (Some of the places might surprise you.) What is the future of Google Search as it adopts AI and becomes an "answer engine" instead of a "search engine." How will this affect publisher traffic from search? Should publishers update their terms to include a clause prohibiting the use of their content to train AI tools? How should publishers respond to AI overall?

**Speaker:** *Eric Shanfelt*

9:45-10 AM **AI Roundtable: How are You Using AI?**

10-10:15 AM **How to Structure and Train Your Digital Sales Team for Success**

Everyone knows that we need our sellers to be trusted advisors and true marketing consultants, but how should sales teams be structured and trained to maximize success? Ben Bouslog and Ken Campbell of AdCellerant will share practical strategies for sales training approaches, how sales can best collaborate with strategy teams and digital partners, and the most cohesive team structures to support your clients and their growth.

10:15-10:30 AM **Break**

10:30-NOON **The Masters Class**

Here from the "masters" of AABP and CRMA on what they do best:

- David Denor of *Florida Trend*: Custom Publishing
- Noelle LeVeaux of *D Magazine* and *D CEO*: Building Community
- Julio Melara of *Baton Rouge Business* and *225 Magazine*: Sales Recruitment, Retention & Training
- Todd Lemke of *Omaha Magazine* and *B2B Magazine*, Content Studio + Agency Work
- Suzanne Fischer-Huettner of BridgeTower Media: Growing Events & Event Expense Management
- Mike Martinelli of Today Media: Digital Sales Management

5:30-7 PM **Party at Connie Wimer's**

*Avalon Condominiums: Calle Gardenias #248, Unit 1008*

FEBRUARY 1-3

PUERTO VALLARTA, MEXICO

## SATURDAY, FEB 3

8:15-9 AM **Breakfast**

9-10 AM **What is a Modern Playbook for Niche Publishers?**

Many AABP business journals were founded decades ago as print publications, long before the digital disruption of media. Given the rapid acceleration of digital, how would you build a niche media business for maximum success in 2024 and beyond? Rick Berke, the co-founder and editor of STAT, a niche media company covering health, medicine and life sciences, will take you inside of the successful media venture. Then Crain's Chicago publisher Jim Kirk will conduct a fireside chat with Rick Berke to draw out the lessons for business journals.

**Speaker:** *Rick Berke of STAT*

10-10:15 AM **Q & A with Rick Berke of STAT**

10:15-10:30 AM **Break**

10:30-11:15 AM **A Data-centric Model for Business Journalism**

As a business journal publisher you probably view your data offerings—rankings, public records, economic statistics, etc.—as important additions to a foundation of traditional editorial content (articles, profiles and columns). But what if you turned that around? What if you made data the centerpiece and editorial the add-on? In this session, Dan Feiveson, co-founder of Legendary Data, and Mitch Bettis of *Arkansas Business*, examine a business journal model that prioritizes data memberships above all other editorial revenue-drivers (including print subscriptions), and review the fundamentals of maintaining the central data engine critical to the model's success.

11:15 AM-NOON **Digital Benchmarking 2.0**

See how your website visitors, email subscribers and paid subscribers compare to other AABP publications. Learn what you should be shooting for, where you're doing well, and where you may need to improve. KPIs are adjusted based on your market's population size and are anonymized to protect each publication's privacy.

6-8 PM **AABP Group Dinner at La Palapa**



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## ABOUT THE SPEAKERS



### **Rick Berke**

is the co-founder and executive editor of STAT. He moved to Boston in early 2015 as STAT's Employee #1, charged with assembling a world-class staff to cover health, medicine, and the life sciences. He got his start as a reporter for the *Baltimore Evening Sun*. From there, he spent most of his career at the *New York Times*, where he was chief political correspondent and covered beats including Congress, the White House, and national drug policy. As an editor, for many years he organized the Times' daily news coverage as assistant managing editor for news. He was also assistant managing editor for features, as well as Washington editor, national editor, political editor, and video content editor. Before launching STAT, he was executive editor of *Politico*.



### **Eric Shanfelt**

is the founding partner of eMedia Strategist, a consulting firm that helps media companies build their digital audiences and revenues.

For over 20 years, Eric has helped consumer and B2B media, e-commerce, and event companies with digital strategies to grow their business. He's been the Chief Digital Officer for Penton Media, Interweave, Virgo Publishing, and HarperCollins Christian Publishing and has launched multiple, highly-successful, multi-million-dollar digital businesses leveraging advertising, e-commerce, data, and subscription revenue streams.

