

WINTER LEADERSHIP CONFERENCE

**PUERTO VALLARTA,
MEXICO**
Westin Hotel

THURSDAY, JANUARY 30

- 1-4PM** AABP Board of Directors Meeting
- 4-5PM** **Biz Mags Roundtable:** Join AABP and CRMA members for an open discussion.
- 5-6PM** AABP Opening Reception at the beach

FRIDAY, JANUARY 31

- 8-9AM** Breakfast

SESSIONS

9-10:00AM **Keynote with Brian Morrissey: Media in the Information Space** The restructuring of the traditional media industry is a structural rather than a cyclical change. The nature of mass media is shifting, as individuals are prioritized over institutions. These changes will ripple through the media landscape as the Information Space swallows professional media. This session will explore the implications of this shift for niche and local business publishers, including:

The more with less era. Professional media will continue to be compressed by AI and other technologies allowing individuals to compete with larger organizations.

Getting to the transaction level. Publishers will need to get closer to transactions rather than rely on the traditional drivers of revenue.

Publishing as front businesses. More publishers will derive revenue from contiguous businesses rather than directly.

The creator economy comes to B2B. The changes roiling consumer media will cascade into business media.

Differentiation is the last moat. Every media business will need to find differentiation as AI inevitably commoditizes most information retrieval.

10-10:30AM **Fireside Chat with Brian Morrissey.** Interviewed by Matt Coen of *St. Louis Magazine* and Michael Curran of *Ottawa Business Journal*

10:30-10:45AM *Break*

10:45-11:30AM **Sponsor Showcase Presentations:** Hear from our partners on how they are evolving to meet the business needs of CRMA and AABP members.

11:30AM-12:30PM **Roundtable: Where are you investing for growth in 2025?** Discussion on your priorities for 2025: print, sponsored content, newsletters, events, custom, video, audience, other? Moderated by: Mitch Bettis of *Arkansas Business* and Susan Farkas of *Washingtonian*

12:30-5PM **Networking**

6-7:30PM Party at Connie Wimer's

SATURDAY, FEBRUARY 1

8-9AM Breakfast

SESSIONS

9-10AM **Fireside chat with Adam White** of Front Office Sports. Interviewed by Jim Kirk of Crain Communications

10-10:45AM **Best Ideas:** Hear the best ideas submitted by members and leave with a digital best ideas book! Moderated by John Lohman of *Corridor Business Journal*.

10:45-11AM *Break*

11AM-12PM **AI in Publishing:** Hear from David Arkin on how his clients are using AI for newsletter creation, subject lines, cover images, social media posts, graphics, creating stories from spreadsheets and more, followed by a roundtable on how AABP members are people using AI.

12-5PM **Networking**

6-8:30PM Dinner at La Palapa

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SPEAKERS



DAVID ARKIN is the owner of David Arkin Consulting, which provides fractional digital audience and revenue leadership, branded and organic content strategies and creation and tech stack guidance for media companies.

In his 25-year career, David Arkin has built a wealth of experience serving as a reporter, editor, director, consultant and executive for newspapers, magazines, television stations, media associations and news start-ups. He has developed high-quality content and built transformative digital strategies that led to significant audience growth, new revenue streams, and improved processes and technology for family-owned companies, brands and large media organizations. A nationally recognized audience leader, David has led content for some of the country's largest news organizations and even built his own media business from scratch. He has been named the Digital News Innovator of the Year by the Local Media Association, led numerous newsrooms to national journalism awards and has served on national industry boards like the Associated Press Media Editors and the Local Media Association Foundation Board.



BRIAN MORRISSEY is the founder of The Rebooting, an independent B2B media company focused on the methods of building sustainable media businesses. For nearly a decade, he was the president and editor-in-chief of Digiday Media, a vertical media company that has titles covering media and marketing (Digiday), fashion and beauty (Glossy) and retail (Modern Retail). In four years, The Rebooting has expanded to include newsletters, podcasts (The Rebooting Show and People vs Algorithms), virtual and in-person events, a membership program and original research.



ADAM WHITE is the Founder and CEO of Front Office Sports (FOS), the leading multi-platform media and news organization covering the business of sports. He founded FOS in 2014, while he was still in college, and has grown the media company exponentially since. In 2024, RedBird IMI, the investment platform led by Jeff Zucker, took a majority stake in the company. Each month, Front Office Sports content reaches more than 130M people across its various digital channels. For his contributions to sports media, White has been recognized as a Forbes 30 Under 30 in the sports category, as well as a University of Miami 30 under 30.

In 2021, Front Office Sports was named one of Fast Company's Most Innovative Companies. In 2022 and 2024, Front Office Sports was awarded 'Hottest in Sports' on AdWeek's Media Hot List, and in 2023, FOS was listed by Inc. 5000 as one of the fastest-growing private companies in America.



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