



AABP

WINTER CONFERENCE 2022

JANUARY 6 - 8
PUERTO VALLARTA, MEXICO

THE ALLIANCE 
OF AREA BUSINESS PUBLISHERS

MEETING CHAIR Julio Melara, *Baton Rouge Business Report*

THURSDAY

8-11am	Board of Directors Breakfast/Meeting
4-5pm	Business Magazine Roundtable
5-6:30pm	Opening Reception at the Beach
6:30pm	Dinner on Your Own

FRIDAY

8-9am	Group Breakfast
9-10am	The Millennial Whisperer <p>This session provides an overview of the future of work including post-pandemic insights that will equip leaders to confidently transition teams back to new normal. Attendees will walk away with tools to attract and retain young talent. They will learn to use genuine connection to bring about phenomenal culture. They will gain knowledge of what millennial workers are looking for from their leaders. This session is full of entertaining stories, case studies, and specific next steps (most of which cost zero dollars) that will change the trajectory of your business. <i>Speaker: Chris Tuff</i></p>
10-10:15am	Break
10:15-11am	How Do Your Audience KPIs Stack Up? <p>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. <i>Speaker: Eric Shanefelt</i></p>
11-11:15am	Break
11:15-11:45am	Roundtable: The Power 500 Issue: Sponsorships, Content Integration, Plaque/Sales to Winners
11:45-12:30pm	Roundtable: Licensing Your Content, Logo + Brand
12:30-1:30pm	Past Presidents Lunch
12:30-5:30pm	Publisher Networking Time
5:30-7:00pm	Cocktail Party at Connie Wimer's Home

SATURDAY

8-9am

Group Breakfast

9-10am

The Future of Traditional Media

In this session, Chris will reveal secrets and stories from his adventures as one of the first advertisers working with Mark Zuckerberg and Facebook in 2006. You will learn from the steps that led Chris from pioneering the first social media advertising space to helping Twitter create its first “buy now” units, to creating the largest brand partnership in Pinterest’s history! He will dissect how the world of media has evolved and where opportunities are now so you can capitalize on the new hype cycles of trend adoption. Chris will also walk you through the “how to’s” for traditional models reinventing itself for the digital space. You’ll discover insights which are essential to success in a world that is moving faster than ever before. **Speaker:** *Chris Tuff*

10-10:15am

Break

10:15-11am

Audience Development Tactics to Build a Digital Media Powerhouse

What are the best ways to find your target audience, get them to engage with your brand, and convert them into paid subscribers? We’ll cover effective tactics that will increase your website traffic, build your social media followers, grow your email list, and drive more paid subscribers. **Speaker:** *Eric Shanefelt*

11-11:15am

Break

11:15-11:45am

Digital Advertising Success for Traditional Media Companies

AdCellerant’s Ben Bouslog, VP of Business Development, and Elizabeth Bernberg, Director of Business Development, will be leading a discussion on how to transition your sales team into multi-media sellers to expand your products, solutions, and share of wallet with your advertisers. You’ll learn how to position programmatic solutions to differentiate yourselves from the competition, how to set digital-specific goals/KPIs and commissions for your sales reps, and the strategies needed to set your team up as successful sellers.

11:45-12:30pm

Roundtable: Website Traffic, Programmatic, Content Studios, Engaging Sponsors, Boosting Print

12:30-6pm

Publisher Networking Time

6pm

Closing Dinner at La Palapa

Púlpito 105-3, Romantic Zone, downtown Puerto Vallarta

S P E A K E R B I O S



Chris Tuff was one of the first advertisers to work directly with Mark Zuckerberg in 2006 and filmed one of the first “viral” videos, which landed him on the front page of The Wall Street Journal. The youngest partner in history at 22squared, a 100-year-old advertising firm, he is a pioneer of the social media digital marketing space. Tuff’s natural ability to connect with his nearly 80% millennial and Gen Z workforce led him to publish the national bestselling *The Millennial Whisperer* in 2018. A global movement soon followed, as Tuff shared lessons on empathy and genuine connection at work on some of the largest stages in the world including such Fortune 100 companies as Nike.

In 2021, Tuff shifted toward connections outside of organizations in writing his latest book, *Save Your Asks*. He’s interviewed some of the world’s greatest leaders and entrepreneurs and is publishing this handbook to equip everyone with the tools to become better salespeople and networkers through a focus on authenticity and connection.



For more than 25 years, **Eric Shanefelt** has worked with hundreds of B2B, consumer and regional publishers to grow their digital audience and revenues, improve their platforms, and train their staff. He’s been the Senior VP of Digital for several large B2B and consumer media companies and now consults with media companies all over the world.

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