

America's Newspapers

NEWSPAPERS.ORG



September 8, 2020

Special Edition: PIVOT 2020

AMERICA'S NEWSPAPERS
VIRTUAL CONFERENCE

PIVOT 2020

OCTOBER 6-8

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Gannett CEO to deliver keynote address

One of the biggest names in the news industry today — Gannett's Mike Reed — has confirmed plans to deliver the opening keynote address at PIVOT 2020, the virtual conference of America's Newspapers. Reed is scheduled to speak live on Tuesday, Oct. 6, at 11 a.m. EDT, 10 a.m. CDT.



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Download the conference agenda



View the conference agenda in your time zone

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Conference discounts are available for newspapers or newspaper groups that register multiple attendees. [LEARN MORE](#)

Pivoting your organization to 2021 and beyond

With 2020 nearly in our rearview mirror, what's sustainability look like for newspapers in the future? Each of the topics during this PIVOT session, led by leading industry experts, will provide a serious examination of new models that need to be in your plans for 2021. These sessions explore what the traumas of 2020 can teach us about the way forward and provide clear-eyed and viable options for sustainability.

Poynter Institute: Building Leadership Skills

Don't miss this unique opportunity to experience the industry-leading training from the Poynter Institute



Leadership skills in the newspaper industry have never been more important.

The Poynter Institute for Media Studies, long known for the valuable leadership training that it provides, will offer three sessions to help your key staff members become more effective managers, serve the diverse audience that makes up your community and generate more revenue.

Poynter.

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Arm your digital sales team to successfully pivot your business

The digital world is changing. Is your team up to speed and ready to meet the challenges? During PIVOT 2020, learn what you — as a publisher or senior executive — need to know. Charity Huff, CEO of January Spring, will take publishers and senior executives through the key skills and tools they need to arm their sales team in order to successfully pivot their business.



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The power of advocacy

It's never been more important for local newspapers to tell their story of how vital they are to their community's health. This session will detail the latest advocacy actions impacting local newspapers, including efforts around legislative support, obtaining digital equity with big-tech companies and other government actions affecting all newspapers. But, more importantly, will provide guidance on the steps every local publisher should be taking to educate their readers and legislators on the important role they play in our society and democracy.



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C-Suite Conversations: Idea exchanges for senior executives

The exchanges will gather newspaper senior managers for spirited conversations about the most important issues facing the newspapers they

and their peers are leading.

Attendance is limited to just 40 to foster a full and frank interactive dialogue — with productive outcomes.

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Retooling the sales department: Compensating the next generation of sales managers and executives

How does your compensation plan stack up to others in the industry? And, is that what matters most to today's sales staff?

Get the first look at the results of Media Staffing Network's compensation study and learn why sellers are leaving the industry and what you can do to attract a higher quality of candidate.



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