

Among the speakers:



Cliff Barrett, Mobile and Emerging Technologies Product Manager, CNN Digital



Toby Bloomberg, Social Media/Digital Marketing Strategist, Bloomberg Marketing



Rich Forsgren, Chief Technology Officer, Times Publishing Company - Erie Times-News and www.GoErie.com



Shannon Kinney, Founder and Client Success Officer, Dream Local Digital



Ray Marcano, President/CEO Canis Digital



Alan Mutter, industry consultant and author of "Reflections of a Newsosaur"



Christy Oglesby, Product Manager/External Audience, Cox Media Group



Greg Swanson, General Manager, Strategy and Development at 10/13 Communications, General Manager at itzdigital

Registration fees

Inland and SNPA members: \$275

Each additional participant from the same newspaper saves \$100 from the registration fee! Just \$175 each

Non-members: \$500.

Each additional participant from the same newspaper saves \$100 from the registration fee! \$400 each additional participant.

Vendors and Suppliers: \$650

Includes conference admission for one (additional representatives: \$175), exhibit table and 10-minute presentation during Suppliers Showcase. There are a limited number of spaces available, which will be allocated on a first come, first served basis.

REGISTER AT INLANDPRESS.ORG

Hotel information

The Palmer House,
17 E Monroe St, Chicago, IL 60603
(312) 726-7500

Rate: \$179 single/double for rooms booked by June 13

If you experience any difficulties registering, or need hotel assistance, please contact Karla Zander at kzander@inlandpress.org or 847.795.0380

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JUNE 26 & 27

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Thursday, June 26

8 a.m. Registration, coffee, light breakfast

8:15 a.m. Welcome and introductions

8:30 a.m. **Eight Tech Trends Changing the Media**

Changes in technology are propelling monumental changes in the ways that consumers get (and increasingly give) news, as well as in how marketers connect with customers. Alan Mutter provides an update from Silicon Valley on eight tech trends that are challenging publishers — and how they can respond to them. *With Alan Mutter, industry consultant and author of "Reflections of a Newsosaur," San Francisco*

9:30 a.m. Break

9:45 a.m. **All Together Now**

Drive more traffic — and revenue — by coordinating all your available social networks. *With Shannon Kinney, Founder and Client Success Officer, Dream Local Digital*

11:00 a.m. Break

11:15 a.m. **The Editorial Imperative**

Why high-quality journalism is critical to digital success—and how to build the newsroom to achieve it. *With Ray Marcano, President/CEO Canis Digital*

12:15 p.m. Lunch

1:00 p.m. **Supplier Showcase**

Hear from mobile, social and video solutions providers who will share their expertise, and the products they offer. This is your opportunity to examine the solutions in the mobile and social space, probe which might work best in your markets and learn from the experiences of other conference participants

2:15 p.m. Break

2:30 p.m. **Beyond the Ink Smudge to Digital Relevancy**

Social media is no longer a “feel good” tactic. It must produce results. This interactive session will look at the three populations that newspapers should include in their social media strategy: brand/newsroom, journalists/columnists, sales/advertisers. *With Toby Bloomberg, Social Media/Digital Marketing Strategist, Bloomberg Marketing*

3:45 p.m. **Digital Feet on the Street**

How to identify the right fits and mix for your digital sales staff. *With Greg Swanson, General Manager, Strategy and Development at 10/13 Communications, General Manager at itzdigital*

5:15 p.m. Adjourn

6:30 p.m. Dutch Treat Group Dinner Outing

Friday, June 27

8 a.m. Coffee and light breakfast

8:30 a.m. **Lessons From Your Digital News Competitors**

An explosion of new and well-funded digital news sites are challenging publishers for the time of their readers and the dollars of their advertisers. After delivering a quick survey of such newcomers as Vice, Vox, Upworthy, BuzzFeed, Ozy Media and Gizmodo, Alan Mutter will lead a discussion on the actions publishers can take to boost digital readership and revenues when they get home. *With Alan Mutter, industry consultant and author of "Reflections of a Newsosaur," San Francisco*

9:45 a.m. Break

10:00 a.m. **Siri, Tell Me What's Ahead in Mobile**

How the huge growth in mobile is reshaping content — from its creation to its delivery to its revenue potential. *With Cliff Barrett, Mobile and Emerging Technologies Product Manager, CNN Digital and Shannon Kinney, Founder and Client Success Officer, Dream Local Digital*

11:30 a.m. Lunch

12:15 p.m. **Ready for Your Close-up**

Making video central to your digital and revenue strategies. *With Christy Oglesby, Product Manager/External Audience, Cox Media Group and Rich Forsgren, Chief Technology Officer, Times Publishing Company - Erie Times-News and www.GoErie.com*

1:30 p.m. Break

1:45 p.m. **Think Before You Tweet**

The importance of a carefully drafted social media policy, with specific examples. *With Richard Lapp, Partner, Seyfarth Shaw LLP, Chicago*

2:45 p.m. Wrap up

3:00 p.m. Adjourn