



*The 2015 Key Executives Mega-Conference is sponsored jointly by the Inland Press Association, Local Media Association and the Southern Newspaper Publishers Association.*

# Content + Commerce

# Inspiration + Ideas

## Sunday, February 22

- Noon-5 pm            **REGISTRATION DESK OPEN** (Atrium Foyer)
- 2 pm-5 pm            **EXHIBITOR SET-UP OF TRADE SHOW**  
(Atrium and Atrium Ballrooms B/C)

## Monday, February 23

- 7 am-7 pm            **REGISTRATION DESK OPEN** (Atrium Foyer)
- 7 am-9:30 am        **EXHIBITOR SET-UP OF TRADE SHOW**  
(Atrium and Atrium Ballrooms B/C)
- 10 am-7 pm           **TRADE SHOW OPEN** (Atrium and Atrium Ballrooms B/C)
- 10-11:45 am        **MORNING BONUS SESSIONS** (Rooms A-706/707)  
*Unlocking more revenue through new approaches to Digital Exchanges — it's not about remnant sales! Kirk MacDonald, president of Ad Taxi, looks at how publishers can unlock dollars by participating in premium exchanges and customized platforms.*
- 10 am  
**Programmatic Buying Basics on Demand-Side Platforms**  
*Kirk MacDonald*
  - 10:40 am  
**Programmatic Revenue Trends and Best Practices**  
*Kirk MacDonald*

*Ben Shaw, director of global advisory, World Association of News Publishers – WAN-IFRA, will take conference attendees through global print and digital trends and offer some recommendations for newspapers of all sizes.*

- 11:20 am  
**Global Trends and What They Mean to You**  
*Ben Shaw*

10-11:50 am

**QUICK BITES:**

**FAST-TAKE IDEAS THAT CAN IMPROVE YOUR BUSINESS**

(Room A-704)

*Hear how publishers can grow revenue and get other high-impact results with quick “how to” presentations from our R&D partners. Best practice case studies and new ideas explained in four successive 20-minute presentations.*

- 10 am  
**How Media Companies Can Capitalize on Big Data**  
*Matt Coen, president and co-founder, Second Street*
- 10:30 am  
**How to Drive New, Sustainable Ad Investment from Local SMBs**  
*Hugh Nicholson, president – US Southeast and Latin America Division NRS Media*
- 11 am  
**How to Increase Your ROI for Digital Advertising**  
*Markus Feldenkirchen, CEO, ppi Media US, Inc.*
- 11:30 am  
**Enrich and Monetize Your Entertainment Info for the Mobile Majority**  
*Matt Voigt, CEO, saambaa*

Noon

**LUNCH ON YOUR OWN**

1-2 pm

**WELCOME/OPENING SESSION (Atrium Ballroom A)**

**Into 2015: Relationship Newsonomics and Nine Other Dominating Trends**

*In a world in which Google and Facebook have become an effective duopoly, newspapers’ direct relationships with customers have become the name of the new game. Leading media analyst Ken Doctor sketches out the age of relationship business models, including the fast-evolving use of Little Data. He shares best practices from top media companies – and separates out the big meaningful trends from the noise.*

2:15-3:15 pm

**BREAK-OUT SESSIONS**

- **Classified as a Growth Strategy (Room A-704)**  
*Interact with a panel of media executives who take a focused approach to retaining and growing classified advertising segments, using both print and digital assets. With Tony Lee, publisher of CareerCast.com and chief alliance officer of Adicio (moderator); Dana Griffin, director of special*

projects, Morris Communications; and Jim Lawyer, director of automotive - BestRide, GateHouse Media.

- **Ready for Your Closeup:  
The Elements of a Successful Video Digital Strategy**  
(Room A-706)  
*Many newspapers have rushed into digital video attracted by the revenue potential – only to come up short on audience views and profits. This session focuses on what actually works in video, and chances are some of these categories will surprise you. Learn how to leverage higher audience numbers and engagement into significant revenue. Prepare for a high-energy session from a top-rated presenter. With Christy Oglesby, managing editor for audience growth, Cox Media Group.*
- **The State of Media Sales: The Top 10 Things  
Your Sales Execs Care About in 2015** (Room A-707)  
*C. Lee Smith, CEO of Sales Development Services, Inc., will provide a first-preview look at the Top 10 takeaways from their annual State of Media Sales survey, inviting audience participation. This comprehensive survey, formerly called the Local Media Sales Forecast, is developed by Media Sales Today in partnership with AdMall and the Media Sales Professionals group on LinkedIn. Surveying more than 300 media sales managers and executive managers, the study identifies 2014 performance trends, 2015 expectations and the challenges and opportunities they face, including what sectors they expect to grow or decline. The executive summary analyzes the responses compared to past studies and identifies trends for media sales teams to leverage in 2015.*

3-7 pm

**ENJOY A MASSAGE** (Atrium Foyer)  
*Compliments of SocialNewsDesk*



3:15-4 pm

**R&D BREAK** (Atrium and Atrium Ballrooms B/C)  
*An opportunity to visit our sponsors and exhibitors!*

4-5 pm

**GENERAL SESSION** (Atrium Ballroom A)  
**Game-Changer Q&A: Content Monetization**  
*What can we learn from national publishers who are successfully monetizing their content in new ways? Listen as Ken Doctor talks with Jay Lauf, publisher of Atlantic Media's new Quartz, and Eric Harris of BuzzFeed, whose investors recently put \$50 million toward the expectation that it will "emerge from this period as a pre-eminent media company."*

5:30-7 pm

**WELCOME RECEPTION** (Atrium and Atrium Ballrooms B/C)  
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# Tuesday, February 24

7:15-8 am **R&D BREAKFAST** (Atrium and Atrium Ballrooms B/C)

7:15 am-5:45 pm **TRADE SHOW OPEN** (Atrium and Atrium Ballrooms B/C)

8 am-6 pm **REGISTRATION DESK OPEN** (Atrium Foyer)

8-9:15 am **GENERAL SESSION** (Atrium Ballroom A)

Tuesday sessions sponsored by



**CIPSMARKETING GROUP, Inc.**

- 8 am

**Consumers Love Mobile; Should Marketers?**

*New revolutionary research by Coke, Walmart & AT&T finally shows the actual impact of mobile versus marketers' other opportunities. And it proves how Mobile can boost the performance of campaigns, getting to Same Budget, Better Results. Greg Stuart, CEO of the Mobile Marketing Association and professional speaker, will share insights, and some humor, to tell you that Mobile matters and how you can succeed.*

- 8:50 am

**The Next Big Thing: Three “Must Do’s” to Allow Innovation in Your Organization — and Why You Want to Do This**

*Michael Burcham, CEO, Nashville Entrepreneur Center / co-chair of the National Advisory Council on Innovation and Entrepreneurship (NACIE).*

9:15-9:45 am **R&D BREAK** (Atrium and Atrium Ballrooms B/C)

*An opportunity to visit our sponsors and exhibitors!*

Refreshments sponsored by:



9:45-10:45 am **BREAK-OUT SESSIONS**

- **Native Content on a Shoe String** (Room A-704)

*Wonder how to tap into this new revenue source when your resources are slim? Jaci Smith, native advertising coordinator of the Faribault (Minn.) Daily News and Reynolds Journalism Institute Fellow, shares [findings from this project](#).*

- **Innovation Workshop** (Room A-706)

*Nashville Entrepreneur Center's Michael Burcham shares with participants the tools and processes needed to think through ideas so they have a chance of being implemented.*

- **Don't Let Dollars Drop Through Your Fingers! Turn Your 'Advertise with Us' Pages into Lead Generation Tools** (Room A-707)

*Marty Goodnight, founder of InboundStar, shares ways media can build pipelines and close new business without adding staff by converting "Advertise with Us" pages into powerful, interactive tools that deliver qualified leads.*

10:45-11 am

**BREAK**

11:00 am-Noon

## BREAK-OUT SESSIONS

- **The Adventures of Billy Penn** (Room A-704)  
*A new, mobile-first approach to delivering local news. Journalism veteran and innovator Jim Brady shares strategies and successes of Billy Penn, a new local media operation targeting Millennials and serving all smart-phone users in the Philadelphia area.*
- **Innovation Workshop** (repeat of 9:45 program) (Room A-706)  
*Nashville Entrepreneur Center's Michael Burcham shares with participants the tools and processes needed to think through ideas so they have a chance of being implemented.*
- **Arming, Incenting and Organizing Your Sales Team** (Room A-707)  
*No product portfolio is successful without the right sales structure and culture. Hear what's important. Chris Edwards, vice president of sales and marketing, The Gazette Company (Cedar Rapids, Iowa) and Fusionfarm*

Lunch sponsored by

Noon-1 pm

**LUNCH** (Skyline Level)



1:30-5:30 pm

**ENJOY A MASSAGE** (Exhibit Hall Lounge – Booth 209)

*Compliments of SocialNewsDesk*



1-1:45 pm

## BREAK-OUT SESSIONS

- **Managing Digital Audiences for Engagement and Revenue** (Room A-704)  
*Join Mark Medici, senior vice president of audience strategy/group lead for The Atlanta Journal-Constitution and Cox Media Group, to learn new approaches for engaging readers and growing revenue as a result.*
- **The Newsroom of the Future – Today!** (Room A-706)  
*Hear key lessons learned from the first six months of piloting Gannett's "Picasso Project." Josh Awtry, executive editor/vice president news of the Asheville (N.C.) Citizen-Times and The Greenville (S.C.) News*
- **Print Disruptor** (Room A-707)  
*Pason Gaddis, president and group publisher of Florida Weekly, shares how he created a local media company in the middle of the recession and reaped the rewards of doing things differently. Hear about basic drivers of success and discover what disruptions are yet to come.*

1:45-2 pm

**BREAK**

2-2:20 pm

**QUICK BITES:  
FAST-TAKE IDEAS THAT CAN IMPROVE YOUR BUSINESS**

- **Do You Have Your Digital Customers Covered?**  
(Room A-704)  
*Daryl Hively, CEO and founder, Guarantee Digital*
- **Local Media Operation Captures New Dollars with Partnership** (Room A-706)  
*Tessa Hall, business development manager, ReachLocal*
- **Leveraging Data to Drive Revenue** (Room A-707)  
*Tom Ratkovich, managing partner, Leap Media Solutions*

2:20-2:30 pm

**BREAK**

2:30-2:50 pm

**QUICK BITES:  
FAST-TAKE IDEAS THAT CAN IMPROVE YOUR BUSINESS**

- **eEdition & Beyond: Evolving Beyond Dumb Content on Smart Devices; Maximizing Your Brand, Your Revenue Opportunity & Your Most Engaged Digital Products**  
(Room A-704)  
*Drew Bartlett, director of product management and marketing, Olive Software*
- **How a Newspaper Drove New \$\$ Through its Archives**  
(Room A-706)  
*Brent Carter, director of business development, Newspapers.com*
- **Growing Local and Industry Obituary Revenue with Memoriums.com** (Room A-707)  
*Deb Dreyfuss-Tuchman, executive vice president of sales, Adpay*

2:50-3 pm

**BREAK**

3-3:45 pm

**BREAK-OUT SESSIONS**

- **How Strong is Your Social Strategy?** (Room A-704)  
*Is your social strategy growing your audience and your revenue? Social media consultants share strategies for success. With John Winn Miller, Friends2Follow, and Elisa DeFoe, SocialNewsDesk.com*
- **Data Drives Dollars** (Room A-706)  
*Learn how publishers are harnessing their data to open new doors. Alex Schupp of Growthweaver will present examples from media companies that are adding value through their data collection capabilities.*
- **Event Marketing: Revenue-Building Events for Smaller Newspapers**  
(Room A-707)  
*Events can become a major source of revenue for even small newspapers. Lu Shep Baldwin, director of event marketing and educational services for Jones Media, will offer ideas that have been*

successful in a smaller newspaper company, a step-by-step guide on how to plan an event, multiple handouts and a short video with actual footage from events. Learn how to customize revenue-building events from a larger newspaper company and make them successful in a smaller newspaper company.

3:45-4:15 pm

**R&D BREAK** (Atrium and Atrium Ballrooms B/C)  
*An opportunity to visit our sponsors and exhibitors!*

Refreshments sponsored by:



4:15-4:35pm

**QUICK BITES:**  
**FAST-TAKE IDEAS THAT CAN IMPROVE YOUR BUSINESS**

- **Solving the Big Data ROI Challenge: Getting the Right Data for the Right Price** (Room A-704)  
*Dr. Matt Lindsay, president, Mather Economics, and John Schlander, digital general manager, Tampa Bay Times*
- **How to Drive New Dollars, as You Help Your Advertisers Leverage Their Own Facebook Pages** (Room A-706)  
*Reinig Morris, vice president of sales, Friends2Follow*
- **Media 3.0: Digitally Transformed Media Enterprise** (Room A-707)  
*Derek May, executive vice president, Morris Publishing Group, and Rohit Rathore, senior vice president/business head – media, NIIT Technologies, Inc.*

4:35-4:45 pm

**BREAK**

4:45-5:45 pm

**STRATEGY-SHARING BREAKOUT SESSIONS**

*Break-out sessions where members share strategies, ideas and interests. Come prepared to share your greatest successes and burning interests!*

- **Revenue: How Do We Best Position Print in Today's Media Landscape?** (Room A-704)  
*What's the best way to grow digital without hurting print? What are the current pain points for growing digital and how might they be addressed? If digital growth can't cover print losses, how else might we leverage the brand for new revenue? Facilitated by Jason Taylor, president and publisher, The Clarion-Ledger, Jackson, Miss., and East Group regional president of Gannett.*
- **Talent: How to Find and Retain Good People** (Room A-706)  
*Where do you find your best salespeople and how do you keep the talent pipeline full? What skill sets are needed in the newsrooms and where will we find them? Where will you find your next publishers and top executives? Facilitated by John Greenman, professor, Grady School of Journalism, University of Georgia.*
- **Content: How Do We Better Serve Subscribers on Multiple Platforms?** (Room A-707)  
*How can we best serve our content to those who read all their news on smartphones? What are some of the newest ways publishers are meeting readers' needs? How should we structure our newsrooms*

today? Where can we save so we can free up funds for our most important coverage? Facilitated by Tom Silvestri, publisher, Richmond Times-Dispatch.

5:45 pm

**ENJOY DINNER IN ATLANTA**

## Wednesday, February 25

7:15-8 am

**R&D BREAKFAST** (Atrium and Atrium Ballrooms B/C)

7:15-10:30 am

**TRADE SHOW OPEN** (Atrium and Atrium Ballrooms B/C)

8-10:30 am

**REGISTRATION DESK OPEN** (Atrium Foyer)

8-10:30 am

**GENERAL SESSION** (Atrium Ballroom A)

- 8 am

**Next Generation Loyalty: 5 Aspects of Games to Effectively Recruit and Retain Millennials**

*According to a recent Gallop poll, 70% of professionals are disengaged at work. And it's no secret that the Millennial generation is hitting the "restart" button on careers at shorter intervals than ever before. In fact, 91% of Millennials expect to stay in a job less than 3 years and its costing organizations up to \$25,000 to replace a single Millennial employee. The culprit of this dwindling loyalty is lack of engagement. The solution is gamification. Harnessing the characteristics that make games so engaging and infusing them into work culture will result in the transformative level-up needed to thrive tomorrow. With Ryan Jenkins, Next Generation Catalyst*

- 8:45-9:10 am

**R&D BREAK** (Atrium and Atrium Ballrooms B/C)

*An opportunity to visit our sponsors and exhibitors!*

- 9:10-10:20 am

**Let's Discuss Business Models**

*In this session, Jim Moroney will share recent data from newspapers that makes a compelling case for the need to diversify revenues. He also will discuss the novel approach to diversifying revenue being used by The Dallas Morning News. Lisa Reese of Calkins Media shares some "out-of-the-box" strategies.*

- 10:20-10:30 am

**WRAP UP/TAKEAWAYS**

10:30 am

**CONFERENCE ENDS**

**USER GROUP MEETINGS to follow**

10:45 am-

**Leap Media Solutions – User Group Meeting (A-708)**

1 pm

*Make your plans now to attend LEAP's annual post-conference session on industry best practices – and we'll save you a seat in the LEAP Luxury Box –*



*an exclusive perch in the main conference hall so you can take it all in while relaxing in cushy sofas and enjoying cold beverages.*

RSVP to Belinda Lush: [belinda.lush@leapmediasolutions.com](mailto:belinda.lush@leapmediasolutions.com)

10:45 am-  
5:30 pm

**Adicio – Annual Client Conference (Room A-703)**

*Adicio clients and guests are invited to attend Adicio's Annual Client Conference and Best Practices Exchange. RSVP to Tony Lee: [tony@adicio.com](mailto:tony@adicio.com)*

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