

Unlock New Opportunities  
and Build Engagement

# Driving Digital Revenue



**The conference tackles the most urgent issues in digital media including:**

- » The Next Media Disruptor: Beacons
- » Powering Digital Agency Success by Targeting Ready-To-Buy Customers
- » Leveraging Digital Platform Analytics to Drive Decisions
- » Emerging Trends in Local Digital Advertising: Programmatic and Native Advertising
- » The Significant Revenue in Online Promotions, Ballots and Quizzes
- » Transforming Your Local Digital Sales Model



*Tour CNN's world headquarters on Tuesday.*

- » Best Practice Video Strategies for Audience and Revenue Growth
- » **And much more!**

Stay engaged. Find solutions. Move forward.

# INLAND

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**Tuesday, November 3, 2015**

**PRE-CONFERENCE EVENT:**  
Reception and tour of  
CNN World Headquarters

**Wednesday & Thursday,  
November 4-5, 2015**

**CONFERENCE VENUE:**  
*Atlanta Journal-Constitution*  
223 Perimeter Center Pkwy  
Atlanta, GA 30346

**CONFERENCE SESSIONS:**  
Weds. 8-5; Thurs. 8-4

**For the complete program and  
to register, visit [inlandpress.org](http://inlandpress.org)**

**REGISTRATION FEE:**  
Members of sponsoring  
associations: \$450  
Second attendees: \$325 (save \$125)  
Non-members: \$700

**ACCOMMODATIONS:**  
Atlanta Marriott Perimeter Center  
246 Perimeter Center Parkway NE  
Atlanta, GA 30346  
770-394-6500  
Room rate: \$155. Hotel group rate  
cut-off is October 13

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# The hot digital topics slated for 'Hotlanta'

## Tuesday, Nov. 3

6:30 P.M. **reception and Tour of CNN World Headquarters**

## Wednesday, Nov. 4

8:00 A.M. **Registration and light breakfast**

8:15 A.M. **Welcome and Introductions**  
*With Amy Glennon, Publisher, Atlanta Journal Constitution*

8:30 A.M. **Beyond a Pretty Face: Website Design For a Mobile and Social World**

Mobile isn't just disrupting advertising, it's challenging web designers to craft sites that accommodate the fast-growing preference to access content on mobile devices and through social media. This session looks at how CNN redesigned its massive CNN.com site—which posts more than 200 stories daily and gets 60 million visitors monthly—to change with its changing audience, more than half of whom get to the site through mobile devices.

9:45 A.M. **Break**

10:00 A.M. **Leveraging Digital Platform Analytics to Drive Decisions**

Data and analytics are transforming operations across newspapers departments. This session reviews the many ways to gather data and use it to, among other ways, grow revenue through audience and advertising revenue streams. It will look at digital customer acquisition methods, including dynamic metering as well as how to use first-party data for direct and programmatic digital advertising sales. *With Matt Lindsay, CEO, Mather Economics LLC*

11:00 A.M. **Are you Getting Your Share of Digital Co-op Dollars?**

Co-op programs are increasingly including digital offerings, but many newspapers are not taking full advantage of these opportunities—and are leaving a lot of money on the table. This session addresses how to overcome the common objections to digital co-op programs—that they're too complicated and obscure—and tap local advertisers into this new source of funds.

NOON – **Luncheon**

1:00 P.M. **Best Practice Video Strategies for Audience and Revenue Growth**

Increasingly, video is seen as a must-offer for newspapers. This session explores how best to deliver content—and generate revenue—on the video platform. Learn the strategies media companies are deploying to monetize video right now. *With Christy Oglesby,*

*Product Manager/External Audience, Cox Media Group, and Chris Finan, Senior Manager, Digital Video & Emerging Technologies, Cox Media Group*

2:30 P.M. **Break**

2:45 P.M. **What We've Learned About Digital Engagement**

The AJC/CMG Group's director of audience engagement shares the lessons these newspapers have learned in their markets about digital engagement, effective content, and critical metrics. This session will look at the role email plays as the most effective driver of engagement, and showcase specific tips to deepen engagement and grow digital subscriptions. *With Laura Inman Nolan, Director of Audience Engagement, Atlanta Journal-Constitution/CMG Group Lead*

3:45 P.M. **The Significant Revenue in Online Promotions, Ballots and Quizzes**

Online publishing is one of the greatest developments for a promotions strategy that newspapers have employed for decades. In this session, you'll be taken step-by-step through the many ways, from ballots to quizzes to contests, that online promotions can become a new and meaningful revenue stream. *With Julie Foley, Director of Affiliate Success, Second Street*

5:00 **Adjourn**

## Thursday, Nov. 5

8:00 A.M. **Light Breakfast**

8:15 A.M. **Emerging Trends in Local Digital Advertising: Focus on Programmatic**

Programmatic advertising is disrupting the traditional digital revenue model, creating both opportunities and threats for our digital growth. This session will demonstrate how newspapers already have all the elements of creating successful programmatic and digital services agencies—and provide a step-by-step approach for success. *With Brock Berry, CEO, AdCellerant*

9:30 A.M. **Put Beacons on Your Radar: The Next Media Disrupter**

Think of this presentation as if it were 1994, and someone was telling newspaper executives about this new thing called the Internet, and how it will change everything. Borrell Associates has believed for a while that beacons, a Bluetooth technology that can push ads and sales offers to smartphones, will transform mobile advertising. But now they've tested beacons in a creative way—and you'll want to learn what they learned. This session will bring you up to speed on beacons, their potential and a likely path to implementation and will reveal an opportunity that any local media

company can—and should—become involved in. *With Colby Atwood, President, Borrell Associates*

10:30 **Break**

10:45 A.M. **Powering Digital Agency Success by Targeting Ready-to-Buy Customers**

Digital agency services are seen as a land-grab opportunity for publishers seeking to diversify and grow their revenue. But it's a competitive, complicated world out there. Pure plays, verticals, agencies, and other media are all vying for SMBs' mind and wallet share. This session will show how to harness the power of customer data and marketing automation technology to identify customers at their ready-to-buy moment and target them with custom content and campaigns that turn intent into conversion. *With Jed Williams, Vice President of Business Development & Strategy, Vendasta*

11:45 A.M. **Luncheon**

12:45 P.M. **How to Compete Successfully Offering Digital Advertising Solutions in Your Market**

The founder of OwnLocal, the digital ad agency working with more than 2,000 media properties, will walk you through the practical steps involved with implementing a full service digital agency at your newspaper. The session will explore:

- The importance of working within your budget
- Should you build in-house, buy an existing solution, or partner?
- Creating a product mix
- Hiring the right manager
- Getting to profitability
- How to target small, medium, and large businesses

You will leave this conference with actionable steps to create or improve your newspapers' digital ad agency offerings. *With Jeremy Mims, Co-Founder, OwnLocal*

2:00 P.M. **Transforming Your Local Digital Sales Model: What does a Transformed Department Look Like?**

Digital demands a new sales department structure. This session takes a deep dive into the many ways departments need to change. It looks at who and where to recruit talent, how to structure compensation and incentives, what part your brand plays, or doesn't play, in selling digital, and more. *With Travis Knight, Digital Director, The Telegraph, Macon, Ga.*

4:00 P.M. **Conference Adjourns**