

Driving Digital Revenue

Inland and the Southern Newspaper Publishers Association are bringing together the leading innovators and practitioners in digital media for two days of presentations and dialogue on the most urgent issues facing your team in the digital space.

Here's the complete program:

Wednesday, Nov. 2

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

8:15 A.M. **Welcome and Introductions**

8:30 A.M. **Why You Need To Believe the Hype about Video and Dive in Now!**

The dramatic audience shift to OTT online delivery of news and entertainment opened up tremendous opportunities for newspapers to go from a disrupted legacy media to a disrupter—while preserving legacy pricing. This session explores the aspects of digital video legacy media need to know, from business models to technology choices to content design and timing.

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

10:00 A.M. **Vision + Data = Revenue**

Collecting data is only the first step. What matters is that publishers have both a strategy and vision of how using data will grow their revenue. This session will cover strategies to grow revenue from both subscriptions and advertising. Several case studies will be presented to show how publishers large and small can benefit from vision and data. *With Arvid Tchivzhel, Director, Mather Economics and Nikhil Hunshikatti, Vice President, Marketing, Dispatch Media Group.*

11:00 A.M. **Break**

11:15 a.m. **The Post and Courier's Path to Native Advertising Revenue Success**

Native advertising and content marketing at The Post and Courier are on pace to bring in \$300,000 in 2016—with realistic expectations of jumping another 20% next year. This session looks at how the paper achieved that and how native is bringing in advertising business from non-traditional categories such as construction companies, engineering firms, attorneys, and other high-end accounts willing to pay premium rates. *Presented by Brad Boggs, Senior Director of Interactive Sales for Informed Interactive and The Post and Courier, Charleston, S.C.*

NOON – **Luncheon**

1:00 P.M. **Selling Digital Services Alongside Media Core Competencies Effectively!**

Many media companies are launching separate digital agencies that offer marketing solutions (beyond inches and banners) to their advertisers, sold by separate sales teams. However, this program will reveal successful newspapers that have chosen to blend some of these services into their day-to-day sales offerings resulting in new digital and print advertisers. Attendees will learn profitable, turnkey ways to prospect new business

REGISTRATION FEE:

**Special Rate! Only \$225
Inland and SNPA members**

Non-members: \$500

ACCOMMODATIONS:

The Westin Atlanta Perimeter North
7 Concourse Pkwy NE Atlanta, GA
30328

ROOM RATES:

\$179 Cut-off is October 17, 2016

Need assistance with reservations?
Please contact **Karla Zander** at
Inland kzander@inlandpress.org or
847-795-0380

FOR ASSISTANCE PLEASE

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categories, expand product offerings and provide creative packaging that can be taken to market by legacy sales teams, for big profits! *With Mike Blinder, President, The Blinder Group*

2:15 P.M. Break

2:30 p.m. **Growing Your Community through Online Engagement**

Publishers must constantly compete to maximize audience engagement onsite and across social channels. Success in these efforts is key to financial growth in the digital age. From this session, you'll learn proven strategies to foster audience loyalty, optimize audience feedback and comments, and grow your online community. *With Jesse Moeinifar, CEO & Founder, Viafoura*

3:45 p.m. **Selling with Social – Using the latest and greatest social platforms to drive revenue**

This presentation will ask the questions: Are you familiar with all of the new social marketing tools available to you and your advertisers? Have you made social marketing a part of each sales presentation you deliver? The fact is, technology is moving faster than anyone can keep up with and often it's our customers who discover new and creative ways of working with social platforms like Facebook, Twitter, LinkedIn, Pinterest, Instagram and more. This session will explore the latest changes with key platforms such as Facebook, Twitter, Google+ and provide examples of how these platforms and applications are being used successfully by sales teams to grow revenue. *With Shannon Kinney, Founder & Client Success Officer, Dream Local Digital*

5:00 P.M. Adjourn

Thursday, Nov. 3

8:00 A.M. Light Breakfast

8:15 A.M. **A Comprehensive Session On The Different Approaches To Digital Marketing Services**

This jam packed session will include executives from media companies of varying sizes and will cover the pros and cons of offering these services to advertisers, the best products to focus your time and efforts on, the best return on your investment, the different ways to sell, do you do fulfillment in-house or outsource and the benefits of each approach. Culture, recruiting, compensation and incentives will also be covered. *Kiesha Doss, Digital Sales Operations Manager, 121 Digital Marketing, WEHCO Digital Media; Micah Beatty, Manager of Digital Yield and Partnerships, Cox Media Group Facilitated by Shannon Kinney, Founder, Dream Local*

10:30 Break

10:45 a.m. **Increase Your Digital Opportunities by Harnessing the Strength of Niche Content Vertical Businesses**

Cox Media Group has made verticals—digital products aimed at very specific audiences—a big part of its newspaper strategy. Already its vertical sites generate some 25 million monthly visits, with audiences flocking to sites such as the sports-oriented Dawg Nation and SEC Country, and the Spanish-language MundoHispanico. Amy Glennon, who had been the first woman publisher at Cox's flagship The Atlanta Journal-Constitution, discusses what she's doing in her full-time role of growing digital verticals. *Presented by Amy Glennon, Publisher/Vertical Businesses, Cox Media Group*

NOON – Luncheon

1:00 p.m. **What's Your Audience Engagement Strategy?**

Newspapers should be focused on transforming into modern day audience engagement companies. They can do this by forming direct relationships with affinity audiences. They should leverage these relationships across multiple innovative revenue streams, including promotions, interactive content, email, subscriptions, ecommerce, events, direct marketing, and more. *With Julie Foley, Director of Affiliate Success, Second Street.*

2:15 P.M. Break

2:30 P.M. **How a 100-year-old tri-weekly became a champion of innovative digital revenue**

In the last two years, the Forsyth County News in Cumming, Ga., a three-day per week, 100-year-old community newspaper, has transformed nearly everything – its culture, its products and its partnerships within the community – to create a “snowball effect” of positive momentum and some innovative digital revenue streams. Publisher Vince Johnson will share how this innovative and growing local media company has created a revenue-generating video platform, award-winning “Best Of” model, strategic advertising initiatives and more. *With Vince Johnson, Publisher, Forsyth County News, Cumming, Ga.*

3:30 P.M. Conference Adjourns

Speakers



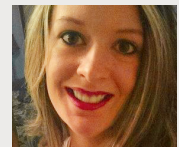
Micah Beatty *Manager of Digital Yield and Partnerships, Cox Media*



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Kiesha Doss, *Digital Sales Operations Manager, 121 Digital Marketing, WEHCO Digital Media*



Julie Foley *Dir, Affiliate Success, Second Street*



Amy Glennon *Publisher/Vertical Businesses, Cox Media Group*



Nikhil Hunshikatti, *Vice President, Marketing, Dispatch Media Group*



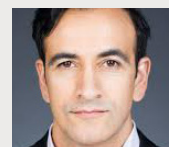
Vince Johnson *Publisher, Forsyth County News, Cumming, Ga*



Michelle Kerr *Senior Manager, Outbound Audience Development, Atlanta Journal-Constitution*



Shannon Kinney *Founder & Client Success Officer, Dream Local Digital*



Jesse Moeinifar *CEO & Founder, Viafoura Community Media*



Arvid Tchivzhel *Director, Mather Economics*