



The 2017 Key Executives Mega-Conference is sponsored jointly by the Inland Press Association, Local Media Association and the Southern Newspaper Publishers Association.

[Register to attend](#)

INNOVATION & INSIGHT: THE BUSINESS OF PUBLISHING NEWS

Wednesday, February 22

3 - 5 pm	REGISTRATION DESK OPEN
2 - 5 pm	EXHIBITOR SET-UP OF TRADE SHOW (Exhibit Hall)

Thursday, February 23

9 am - 7 pm	REGISTRATION DESK OPEN
7 - 9:30 am	EXHIBITOR SET-UP OF TRADE SHOW (Exhibit Hall)
10 am - 7 pm	TRADE SHOW OPEN (Exhibit Hall)
10 am - Noon	MORNING BONUS SESSION Native Advertising Workshop <i>Ryan Stephens of Deseret Digital Media shares key learnings from the past three years' of growing this important revenue source – how to best position your content to engage readers, what industries are your best potential investors for this, how this best works in local markets, etc. This is one of the most popular modules of the Deseret Digital Media BootCamp.</i>
Noon	LUNCH ON YOUR OWN

1 - 2 pm

WELCOME / OPENING SESSION

Welcome to Orlando

Thriving in Digital Transformation

Never has it been more urgent for news organizations to get digital innovation right. Fortunately the opportunities are as abundant as the challenges. With Rick Edmonds, media business analyst and leader of news transformation at The Poynter Institute, and Katie Hawkins-Gaar, digital innovation faculty with Poynter.

2 pm

BREAK

2:15 - 3:15 pm

BREAK-OUT SESSIONS

Option 1

Driving Digital \$\$\$ Success

Successful operators share what is allowing them to break from the pack to get top digital ad \$\$ performance.

- *Lana Champion, vice president, sales and marketing, Times-Union Media, shares key tenets for driving explosive growth in the Jacksonville, Fla., market, amidst intense competition.*
- *Casey Hester, senior vice president/operations for Journal Communications, talks with Maggie Louie, co-founder of Dev/Con Detect, about revenue gains in the form of stopping revenue losses from ad-skimming fraud. If you are using a 3rd party developer to manage your site, hear what to look for in your own operation.*

Option 2

Print Disruptor

Hear how a print product startup found success in one of Florida's worst recessions, and how it continues to grow value today. With Pason Gaddis, president and CEO of Florida Weekly.

Option 3

Revenue Stage: Consumer Audience Data-Driven Revenue

- **The Customer Journey – From Personalization to Loyal User:** *With a defined, well-executed strategy, personalization can yield an absolute ROI. What does the value of a unique user clicking on that one additional pageview mean to your bottom line? Dennis Mulcahy of Cxense will show you that it could mean as much as a 150% increase in time spent on site. Learn how smart management drives personalization, conversion and the ever-elusive loyal user.*
- **Audience Data Driving Retention and Revenue:** *The application of predictive analytics to audience data can provide an unprecedented level of intelligence and monitoring into the quality of the relationship a publisher has with each and every one of its consumers. Patrick Tornabene will give insight into how Newsday Media Group is leveraging churn and persuasion modeling in partnership with Mather Economics, including case studies on related practical applications that are delivering significant margins in retention and revenue.*

- **Erie Times-News Creates Data Partnership:** Bill Dietz, sales development manager at the Erie Times-News, and Dan Williams of LEAP Media Solutions will demonstrate the data-driven sales model that has helped the newspaper generate more than \$2 million in incremental advertising revenue since 2010. They will share best practices using a needs assessment, needs fulfillment approach and how you can deploy these capabilities in your market.

3:15 - 4 pm

R&D BREAK (Exhibit Hall)

An opportunity to visit our sponsors and exhibitors!

4 - 5 pm

GENERAL SESSION

The New Gannett: What is different today & what will be even more different tomorrow

Gannett Chief Marketing Officer Andy Yost and Chief Revenue Officer Kevin Gentzel discuss the New Gannett and share their vision for its future success. Gannett has been aggressively expanding its footprint and investing in digital capabilities. Nineteen months after its official spin-off as a stand-alone company, hear more about Gannett's strategy, its focus on innovation and the launch of the USA TODAY NETWORK.

- Moderator: Bob Gabordi, executive editor, Florida Today

5:30-7 pm

WELCOME RECEPTION (Exhibit Hall)

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Evening

Dinner on Your Own

Friday, February 24

7:30 am

CONTINENTAL BREAKFAST IN THE EXHIBIT HALL

7:30 am - 5 pm

TRADE SHOW OPEN (Exhibit Hall)

8 am - 5 pm

REGISTRATION DESK OPEN

8 - 9:15 am

GENERAL SESSION

Revenue Ideas to Go

Ideas you can use ...

- Gina Kaiser, client solutions director, Florida/Carolinas, Gannett Co. Inc.
- Guy Tasaka, chief digital officer, Calkins Digital

Changing the Local Media Narrative: Insights from a PR Expert

The local media story is a powerful one, but it seems to have been drowned out by an onslaught of new and exciting opportunities in digital media. We've asked a leading PR expert for tips from the other side of media on how to change the narrative. Brad Thatcher from NY-based Thatcher+Co. has spent the past year collecting information and interviewing media executives. Combining his unique insight from both sides, he offers a compelling view of local media and what it will take to reinvent and reposition the local media opportunity for the advertising community.

9:15 am

BREAK

9:30 - 10:30 am

BREAK-OUT SESSIONS

Option 1

Audience: Leveraging the Frenemy

Using distributed content to attract readers and acquire subscribers. With Emilio Garcia-Ruiz, managing editor, digital, The Washington Post

Option 2

Revenue: A Digital Darling for Women

StyleBlueprint is the South's fastest growing digital lifestyle brand, anchored by its daily publications in Atlanta, Birmingham, Charlotte, Louisville, Memphis, Nashville, and in a Southern edition. StyleBlueprint also produces a successful deal program, the SB App, and the SB Guide, a digital resource of the best businesses in Nashville, Birmingham, Louisville and Memphis. Founded in 2009, Nashville-based StyleBlueprint was featured among the top 5,000 fastest growing private companies by Inc. Magazine, with a 192 percent revenue growth in the past three years. The founders (Elizabeth Fox and Liza Graves) will share how they win the hearts and minds of women and the pocketbooks of advertisers in the communities they serve.

Option 3

REVENUE STAGE: Shifting Video from a Product to a Strategy

- **Outstream is Mainstream! Monetizing Video at Scale:** *Learn how outstream can bring significant video monetization opportunities through a combination of publisher direct sales as well as programmatic advertising. Teads and McClatchy will be revealing a joint case study illustrating the benefits of outstream video to newspaper publishers – a use case that has been adopted widely by U.S. newspaper publishers, including: The Washington Post, Gannett, tronc, McClatchy and many more. With Eric Shih of Teads and Nick Ames of McClatchy.*
- **Live Streaming Breathes Life into Your Video Strategy:** *Emanuel Viklund of Lemonwhale will show how European local media group Amedia, utilizing Lemonwhale's platform, turned local sports into one of its biggest revenue drivers by enabling its 62 small- and medium-sized publishers to easily cover*

local sports games.

- **Solving for the Production Problem – Better – Faster – Cheaper:** Meeting today's video content needs for today's on demand users has local publishers facing a supply problem. How do we produce the quantity of quality video that can turn video from a product to an organizational strategy? Learn from Nick Birren how StudioNow helped Yelp go from producing 56 videos in the month of June to 439 in December of last year and how to develop a production strategy to fit the needs of your audience.

10:30 - 11:15 am

R&D BREAK (Exhibit Hall)

An opportunity to visit our sponsors and exhibitors!

11:15 - Noon

GENERAL SESSION

2017 & Beyond in Local Marketing Spend

Corey Elliott of Borrell Associates shares insights into projected 2017 advertising.

Noon -1:15 pm

LUNCH (Exhibit Hall)

1:15 - 2 pm

BREAK-OUT SESSIONS

Option 1

Pathway to Freedom

Two CEOs share their thoughts and experiences on when and how is the best approach to reducing the frequency of print for seven-day newspapers in an increasingly digital world. Join Mike Gugliotto of Pioneer News Group and J. Tom Shaw, vice president of Shaw Media and general manager of Shaw's Suburban Group, as they share concepts, approaches and metrics to look at when considering a print frequency change. Attending publishers are encouraged to share their experiences as well.

Option 2

The Science of Storytelling

Stories are an art. But, like art, there is technique behind all the great works. We'll examine and review what science and research tell us about what resonates, what may not work as well as we expect and how you could design content to break through. With Matt Sheehan, director of stories and emerging platforms, University of Florida College of Journalism & Communications

Option 3

REVENUE STAGE: Innovations in Selling

- **Automated Marketing with Zenreach:** Learn how Zenreach has penetrated the entertainment, restaurant and automotive verticals with a simple automated social wi-fi marketing service that will create consumer engagement, acquire new customers and create loyalty – all resulting in driving measurable “walk-throughs.” With Michael Wilson of Zenreach
- **Have You Heard of Social Selling?** Drawing on best practices and success stories for Mondadori, a leading European media company and the largest publisher in Italy, Trina Chaimongkol of Sociabble will demonstrate how the combination of listening, connecting and sharing is a winning trio for social selling success. She'll conclude with social selling tips for media companies.

2 pm

BREAK

2:15 - 3:20 pm

THE BEST EXAMPLES OF INNOVATION IN THE NEWSPAPER INDUSTRY

Two Innovation Award finalists will present:

- **Calkins Media:** Michael Jameson, president and publisher, Philadelphia Region, and Jake Volcsko, director of digital media and marketing
- **McClatchy:** Jeremy Gockel, head of innovation



3:20 – 3:50 pm

R&D BREAK (Exhibit Hall)

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3:50 - 5:20 pm

EXCELLENCE IN INNOVATION:

Two More 'Best of the Best' that You Can Learn From

Two more Innovation Award finalists will present:

- **First Flight Digital / The Pilot, Southern Pines, N.C.:** David Woronoff, publisher
- **Albuquerque Journal:** Joseph Leong, vice president and chief revenue officer



AlbuquerqueJournal

And, the winner is ...

Announced by two of our contest judges: Craig Anderson, project director for the Center for Innovation and Sustainability in Local Media at the University of North Carolina School of Media and Journalism in Chapel Hill, and Randy Bennett, executive director/external relations at the University of Florida College of Journalism and Communications.

Evening

Dinner on Your Own

Saturday, February 25

7:30 am **CONTINENTAL BREAKFAST IN THE EXHIBIT HALL**

7:30 - 10 am **TRADE SHOW OPEN** (Exhibit Hall)

8:30 - 10:30 am **GENERAL SESSION**

**BREAKTHROUGH SUCCESS:
Radically Improve Your Sales Staffs' 'Win Rates'**

Kim Ward, director of training and development for Learning Outsource Group, and author of the new book "THE NEW SELLING IQ" has dissected today's buying decision process and provides new insights on how combining buyer and seller intelligence leads to better results. Learn about this revolutionary new approach and how adopting it can radically change your success rate. Ward has personally trained or coached more than 70,000 salespeople and sales leaders. Learning Outsource Group played a critical role in training Gannett's sales leaders as part of its world class sales organization initiative. The first 100 people in the room Saturday morning will receive a free copy of "The New Selling IQ."

10:30 am **WRAP UP / ADJOURN**

11:30 am **USER GROUP MEETINGS**



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