

NEWS INDUSTRY

MEGA-CONFERENCE



2023

SOLUTIONS ROUNDTABLES

MONDAY, APRIL 3

1:15 - 2:45 P.M.

FOR NEWSPAPER EXECUTIVES ONLY
PLUS TABLE HOSTS

During this fast-paced session, select six of the following Solutions Roundtables to attend. This session provides attendees with the opportunity to meet in a no-pressure, small group environment with a variety of companies that will provide overviews of how their products tackle some of today's challenges. This popular session — which is only open to newspaper attendees and the table hosts — will provide valuable information to develop strategic plans.

16 GREAT OPTIONS TO CHOOSE FROM:



■ **AffinityX:** AffinityX turns fixed costs to low variable costs with streamlined workflows that reduce revisions, creates faster consistent turn times and increased digital sales dollars. Whether growing digital sales, print/digital ad production or layout/classified/editorial pagination, AffinityX has transformed 1000s of pubs across the English-speaking world. Learn how we are integrating workflows with Brainworks, Naviga, Lineup and others to reduce time/errors.



■ **CitySpark:** Drive traffic, engage audiences and generate revenue through our complete local events solution, including content, tools and revenue. Aggregated and curated local events populate directly to your site through our platform, which is integrated with DIY promotions as well as ticketing, newsletters, voice skills, reverse publishing and business listings. We serve more than 1,000 happy publishers.



■ **Column:** Join us for a discussion about how newspapers are modernizing public notice. Column has partnered with state press associations to help improve access to public notices and has created software for publishers to manage their public notice business. Stop by our table to learn all about it!



■ **Creative Circle Media Solutions:** There are alternatives! Creative Circle can help you tackle and overcome your biggest challenges in 2023. Bring your products or obstacles to us to discuss. Upgrade your legacy, wire-frame website to a dynamic and engaging revenue engine. Rethink print products for sustained success. Get solutions for pay walls, classifieds, obituaries, contests, branded content, digital ad sales or outsourcing.



■ **Easy Tax Credits:** Easy Tax Credits, a Richner Communications and Arrandale Ventures company, is partnering with newspapers across the U.S. to provide local businesses with the expertise needed to claim large tax credits. At this Mega-Conference Roundtable, hear how your newspaper can earn substantial revenue as an Easy Tax Credits local media partner while at the same time solidifying yourself as a trusted adviser to your local business community!



■ **ICANON Newzware:** After your initial purchase, Newzware continues to enhance its many modules to improve the end-user experience. Visit with us to review customer support in action and a sample of on-going solution improvements launched in 2022.

Jobcase

■ **Jobcase (Recruitology):** We help media companies reclaim their market, grow revenue and deliver great results for local employers in the recruitment advertising space. We power job boards and facilitate distribution to sites like Indeed, Zip, etc. for media companies like Gannett, Lee, McClatchy, independents too. Let us tell you how you can generate six-figure incremental online revenue with no additional sales cost.

KING FEATURES

A UNIT OF HEARST

■ **King Features:** Habits are a major driver of consumer behavior and have long contributed to the publishing industry's success. As more publishers embrace the science of habit formation as a strategic priority, our roundtable will explore the ways in which comics, puzzles and other entertainment content can help to reinforce reader habits, attract new subscribers and create new revenue opportunities.

marfeel

■ **Marfeel:** Through multiple unique flows and dashboards, Marfeel's lightning-fast platform makes it possible for publishers to make data-driven decisions in a heartbeat. Teams easily align around effective strategies with everything they need for content production, audience development, SEO, subscriptions and monetization all in one solution. Marfeel: The Content Intelligence Platform for Publishers.

mather:

■ **Mather Economics:** Visit Mather's roundtable to hear about our latest work in content analytics, managed services, dynamic paywalls and revenue growth strategies. Matt Lindsay and Pete Doucette will be at the table to discuss our latest work with news media clients in these areas and answer any questions you may have. Mather Economics works with 800 news media publications on pricing strategy and analytics.

piano

■ **Piano:** Meet with us at our roundtable and we'll help your business with great ideas for managing and growing your audience and revenue through digital subscriptions and personalization solutions.

SceneThink

■ **SceneThink:** Take your Best Of / Readers' Choice ballot to the next level, with sponsorship and self-service advertising, and other amazing features that have helped our partners achieve record ballot revenue. Also see how our curated hyperlocal event calendar and content creation system (with editorial features such as email, embeds and more) can create increased reader engagement and revenue opportunities.

Seyfarth

■ **Seyfarth Shaw:** Meet with Camille Olson, who will help your business by discussing the hottest legal topics for newspaper executives. Hear about Seyfarth's legal strategies to optimize the risks facing your newspaper today. Camille A. Olson, Seyfarth Shaw LLP, Partner, Los Angeles and Chicago: colson@seyfarth.com or 312-460-5831

SND SOCIAL NEWS DESK

■ **Social News Desk:** Facebook and Twitter have made major changes that affect traffic. Social News Desk will walk you through how to keep things efficient and not make social more time-consuming — with scheduling and automation, how to identify your top-performing content, and diversifying your social media traffic. And let us bolster the importance of owning your own audience and prioritizing your newsletter.

SCS

INNOVATION. LONGEVITY. SERVICE.

■ **Software Consulting Services:** For 40 years, SCS has helped publishers large and small become more efficient. At the SCS roundtable, we will discuss how to leverage technology to automate your entire pagination process — display ads, liners, stories, headlines and photos. Meet with us and you'll be eligible for a free needs assessment to see if your product and environment are a fit for our highly-affordable solutions.

TAKEADS

a Mitgo company

■ **TakeAds:** returning publishers' lost ad revenue. Move away from intrusive advertising and make ads work together with content to reach relevant users at the right place and time, giving brands' messages a better impact. We will discuss how online publishers and content owners can regain their lost advertising revenues, as working with TakeAds adds a new way to monetize your content.