

2015 SNPA News Industry Summit

Savannah, Georgia | October 5-7

PRELIMINARY PROGRAM

Monday, October 5

- 9 am-Noon Exhibitor setup (Charles Morris Center)
- Noon-1 pm Welcome reception with Exhibitors (a light lunch and beverages)
- 1-5:30 pm GENERAL SESSION (Charles Morris Center)
- Welcome and Introductions
 - NEWS MEDIA OUTLOOK: RE-IMAGINING THE TRANSFORMATION
 - Introduction of Exhibitors
 - Refreshment Break with Exhibitors
 - PAINS OF THE LOCAL RETAILER
 - MEET THE NEXGEN PROTOGES AND MENTORS
- 6-7:30 pm Reception at Ships of the Sea Maritime Museum
*Trolleys leave from The Brice Hotel at 5:45, 6, 6:15 and 6:30.
Trolleys return to The Brice at 6:45, 7, 7:15 and 7:30.*

Tuesday, October 6

- 8:30 am CONTINENTAL BREAKFAST WITH EXHIBITORS (Charles Morris Center)
- 9 am-Noon GENERAL SESSION (Charles Morris Center)
- Welcome and Introductions
 - POLITICAL UPDATE
 - POLITICAL MONEY
 - M&A UPDATE
 - Refreshment Break with Exhibitors
 - NEW STRATEGIES TO PAY FOR JOURNALISM
- Noon-1:30 pm BUFFET LUNCH (The Pirate House)
- 1-1:30 pm Visit with our Exhibitors (Charles Morris Center)
- 1:30-5 pm GENERAL SESSION (Charles Morris Center)
- CONTENT THAT PRINT READERS WANT
 - Election of SNPA Officers and Directors
 - MANAGING PEOPLE
 - Refreshment Break with Exhibitors

- INNOVATION: NOTES FROM AN INCUBATOR
- THE DEVIL IN THE DATA

Wednesday, October 7

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| 7:30-9 am | AWARDS BREAKFAST (Charles Morris Center) <ul style="list-style-type: none">○ Installation of Officers, Directors and Trustees○ Presentation of Awards<ul style="list-style-type: none">● Print Quality● Photo / Video Contest● Carmage Walls Commentary Prizes● Frank W. Mayborn Leadership Award |
| 9-9:30 am | Last Opportunity to Visit with Exhibitors (Charles Morris Center) |
| 9:30-11:45 am | GENERAL SESSION (Charles Morris Center) <ul style="list-style-type: none">○ COMMUNICATING ACROSS GENERATIONS○ TRANSFORMING OUR BUSINESS MODELS○ MOBILE STRATEGY○ THE LIGHTENING ROUND: RAISE THE ISSUES THAT WE MISSED |
| 11:45 am | Adjourn |
| 12:30-6 pm | Post-Convention visit to Hunter Army Airfield Base |