



Don't leave early and miss the Wednesday morning Roundtable discussions!

9:45 a.m.

Making Every Offer Count — Concorde A

Converting users into subscribers isn't always easy – yet in modern media, it's become increasingly vital to success. In "Making Every Offer Count: Turning Users Into Subscribers in a Modern Media Landscape," Piano draws on data from more than 1,000 media providers, to find out what works and what doesn't when it comes to building a subscription base.

MODERATOR: Jonas Rideout, global director, business development, Piano

Digital Subscription Strategy: Driving Leads — Concorde B

Join us for a jam-packed session full of proven ideas and tactics that will dramatically impact your digital subscription strategy.

MODERATORS: Tim D'Avis, director of email success, Second Street; **Julie Foley**, director of affiliate success, Second Street

The Cost of Bad Ads: Audience Trust, Security Risk and Revenue Loss — Concorde C

Ad fraud costs publishers \$51 million a day, but few executives know it's happening with increasing frequency on their sites, exposing their users to malware and potentially robbing them of personal data.

MODERATOR: Maggie Louie, CEO, DEVCON

Best Practices in Driving Automotive Growth in Local Markets — Concorde C

How do newspaper companies "earn the right" to gain the time of local automotive dealers? We'll be discussing effective ways to gain access to key decision makers (GMs) at dealerships and the value drivers that close deals.

MODERATOR: Bill Bradley, senior director automotive, Advance

10:45 a.m.

Membership Rewards and Incentives — Concorde A

The word is out: memberships are a proven way to add new revenue streams to our publishing businesses, in a time where we all NEED new means of generating income. But it's not as simple as just slapping a paywall on your site and hoping readers will start paying.

MODERATOR: Rob Ristagno, founder and CEO, Sterling Woods Group and author of "A Member is Worth a Thousand Visitors"

The Future of Investigative Journalism — Concorde B

Participants at this roundtable will be discussing how to make investigative reporting a core part of any newsroom, no matter the size or economics. It's all about instilling an investigative mindset.

MODERATOR: John Temple, director of the Investigative Reporting Program at the University of California, Berkeley, and chairman and co-founder of Amuse Labs

Streamlining Sales & Ad Ops: Doing More with Less — Concorde C

At this roundtable, we'll discuss disruptive technologies and approaches that can immediately transform ad operations for media companies both large and small.

MODERATOR: Christopher Prinos, CEO, INDIGO TRIGGER

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Read more about each of these sessions here:
www.mega-conference.com/stories/mega,4150886

Moderator bios



BILL BRADLEY is senior director automotive for Advance. He has over 20 years of sales leadership experience in media (Advance, Gannett, AH Belo, Knight Ridder and Morris). He is a passionate sales leader focused on generating marketing ROI for local market automotive dealers. His diverse background includes the development and implementation of strategies specific to the automotive segment. He has rich experience in product and sales tool development, sales methodology, marketing strategies, local market intelligence and sales education.



TIM DAVIS is the director of email success at Second Street and has extensive background in media. He is dedicated to helping local media companies find success through their email programs while leveraging promotions to grow their database and achieve their company's goals.



JULIE FOLEY is the director of affiliate success at Second Street and a former client from Morris Multimedia. She is a huge advocate of the power of engagement campaigns for every department within an organization, including sales, marketing, audience development and editorial. Her best advice for driving the most success with your audience engagement strategy: Plan ahead.



MAGGIE LOUIE is founder and CEO of DEVCON, a cyber security company offering ad fraud blocking software. She has spent more than a decade as a digital leader in the publishing industry. Louie has developed mobile products since 2010 for The E.W. Scripps Company, The Los Angeles Times, American Public Media Group and Morris Communications, where she also served as the vice president of audience and corporate intrapreneur. Louie has raised \$4.5M in Venture Capital funding for DEVCON to continue advancing the company's mission to stop ad fraud.



CHRISTOPHER PRINÓS is CEO of INDIGO TRIGGER, where he oversees company strategy while remaining intimately involved in business development, operations and project activities. With over 20 years in media and publishing, his experience and extensive network has helped him earn a reputation as a transformation specialist for media organizations of all kinds. Prinós lives in Portsmouth, N.H., where he can typically be found on his boat, walking his dog, or attending a live music event of some kind.



JONAS RIDEOUT is the global director of business development at Piano, partnering with leading publishers such as GateHouse, Advance, Business Insider and Bloomberg to help forge meaningful relationships with their audiences and to market, sell and fulfill their premium content. Prior to joining Piano, Rideout led commerce teams and managed paywall systems at leading media companies including Bertelsmann Media, Thomas Publishing and The Wall Street Journal.



ROB RISTAGNO, founder and CEO of the Sterling Woods Group, previously served as a senior executive at several digital media and e-commerce businesses, including COO of America's Test Kitchen. At the Sterling Woods Group, he and the team are passionate about helping clients understand their best customers through data, and developing products and membership programs that exceed expectations and generate impressive revenues. He is the author of "A Member is Worth a Thousand Visitors."



JOHN TEMPLE is the director of the Investigative Reporting Program at the University of California, Berkeley, and chairman and co-founder of Amuse Labs, the leading provider of web-based software for crossword puzzles for publishers. Over the past decade, Temple has been managing editor of The Washington Post, founding editor of Honolulu Civil Beat and president of First Look Media. He was the editor, president and publisher of the Rocky Mountain News when the Denver newspaper closed in 2009.