



**CITY & REGIONAL
MAGAZINE ASSOCIATION**

**VIRTUAL
WINTER
PUBLISHER'S
CONFERENCE**

FEB 2-3, 2021

Meeting Chairs

Suzanna de Baca, *DSM Magazine*
and David Lipson, *Metrocorp*

Audio Visual Support

Twenty-First Digital



TUES, FEB 2

1-1:50pm

THE INFLECTION POINT FOR MEDIA: A CHANGE IN THINKING

Jacob Donnelly, A Media Operator

Media has gone through a roller coaster over the past decade with major platforms earning an ever-increasing percentage of advertising revenue and hundreds of publications shutting down. However, media is at an inflection point. With a change in thinking and investment in the right areas, media companies the third decade of this century could be incredibly bright for media companies.

Sponsored by LaunchPad Media Management

2-2:50pm

THINKING BIG

**Christine Riccelli, Emily Schultz, Suzanna de Baca and
Connie Wimer, dsm magazine**

Taking on the challenge to "never waste a good crisis," the leadership team at Business Publications Corporation and *dsm magazine* have rolled out some very impressive and important initiatives in 2020 including a major expansion of their Lifting the Veil series focused on mental health and the launch of Iowa Stops Hunger, a new yearlong program around how to combat food insecurity. Hear how the ideas were conceived, how the *dsm* team worked with other divisions across their company, how strategic alliances were formed and the proposals were created to close big underwriting sponsorships and new revenue streams totaling over \$350,000 in revenue for the company.

Sponsored by Ad Sales Genius

3-3:50pm

FRESH PERSPECTIVES

**Gillea Allison, D Magazine, Laurie Laykish, Local Life,
Mike Martinelli, Today Media, Logan Aguirre, 417 Magazine**

Publishers discuss their greatest hope for 2021 including out-of-the-box business strategies, how they are reorganizing their staffing charts, what keeps them up at night and their greatest hope for 2021.

Sponsored by MagHub

4-4:50pm

DIGITAL REVENUE TRANSFORMATION: LAYING THE GROUNDWORK FOR GROWTH

Mark Weidel and JB Ozuna, Marketron

Define your vision, develop a plan and begin the process to create a successful digital marketing organization.

Sponsored by DataJoe



WED, FEB 3

1:30-2:00pm

PHILANTHROPIC SUPPORT OF LOCAL JOURNALISM

Jim Friedlich, *The Lenfest Institute of Journalism*

Journalism requires new business models, powerful innovations and diverse audiences. The Lenfest Institute for Journalism is working throughout local news ecosystems, in Philadelphia and beyond, to crack the code on a sustainable future for this vital resource. Learn the lessons used by The Lenfest Institute of Journalism, the non-profit owner of The Philadelphia Inquirer.

Sponsored by Circulation Verification Council

2-2:50pm

INNOVATIVE IDEAS WITH HARVARD BUSINESS REVIEW

Joshua Macht, *Harvard Business Review*

Joshua Macht, Chief Product Innovation Officer for Harvard Business Publishing (HBP), will talk about how *The Harvard Business Review*, the company's flagship magazine and website, responded to the pandemic with diverse editorial formats and built readership. Additionally, he'll demonstrate how the entire publishing company took advantage of this content across the entire company to weave it throughout all of HBP's offerings.

Sponsored by The Magazine Manager

3-3:50pm

EARLY ADOPTERS

Erin Edwards, *Columbus Monthly*, Lance Hanlin, *Local Life* and Luke Manderfeld, *DSM Magazine*

Change is vital, but it will only happen if staff members adapt to new practices. Hear from a group of staffers who have enthusiastically embraced change during the pandemic by morphing their roles to meet the times. From these examples, publishers will learn to support the changemakers on their teams and persuade others to realize how their adaptability will improve the business and their career development.

Sponsored by People Centric Consulting Group

4-4:50pm

LAUNCHING A SUCCESSFUL SUBSCRIPTION BUSINESS

Michael Silberman, *Piano*
Paul Lopreiato, *Philadelphia Magazine*
Chris Vogel, *Boston Magazine*

From understanding your audience to aligning your team, Michael Silberman, SVP of Strategy for Piano will take you through all the critical elements used by Philadelphia and Boston Magazines to launch a subscription model. During this session you will learn how to:

- *Build your subscription product
- *Move users through the funnel and increase engagement
- *Understand how to price strategically
- *Learn the changes and habits needed to drive growth
- *Differentiate memberships from subscription

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