

momentum

MONDAYS

CITY & REGIONAL MAGAZINE ASSOCIATION

JANUARY-APRIL **2021**



3:00pm EST

MONDAY / **JANUARY 11**

GETTING 20% MORE FROM EVERY ADVERTISER

Ryan Dohrn, *Brain Swell Media*

Connecting with our advertisers is critical to getting the most money every year. But, connecting and meaningful conversations have become harder and harder during COVID. Ad sales coach Ryan Dohrn will share 10 ways to use personality profiling, audit data, and online research to connect deeply with advertisers and drive them to spend more with you in 2021!

Sponsored by **Ad Sales Genius**

MONDAY / **JANUARY 25**

MULTIMEDIA STORYTELLING ON A BUDGET

Lance Hanlin of *Local Life*

Sabrina Sucato of *Today Media*

Martin Cizmar of *Kansas City Magazine*

In this session, we will explore how to make the most of digital channels while operating on a limited budget. Editors will share the platforms, techniques, and tools they use to share content effectively across platforms that require little to no cost to use.

Sponsored by **Circulation Verification Council**

MONDAY / **FEBRUARY 08**

STRATEGIC PARTNERSHIPS

Carrie Horn, *Bold Story Marketing*

Hear how to identify and best utilize strategic partnerships. Learn how to use these alliances to increase subscriber numbers, curate unique advertiser benefits and reach target audiences to achieve specific marketing goals. Find out how to approach partners that can simultaneously increase the quality of virtual and in-person events while helping to lower the hard cost. Plus, understand how to leverage and integrate all of these offerings to elevate your brand and strengthen market position.

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MONDAY / **FEBRUARY 22**

SALES OBJECTION MANIA

Ryan Dohrn, *Brain Swell Media*

Mania: Building on his popular CRMA training session, The Great Objection Game, ad sales coach Ryan Dohrn has gathered sales objections from over 400 salespeople and has compiled the best replies, responses, and answers. From COVID delays to no budget to my accountant will not let me spend, Ryan will share how he and other street warriors are handling sales objections. Plus, bring any new objections and Ryan will answer them live.

Sponsored by **Ad Sales Genius**

MONDAY / MARCH 08

CIRCULATION SURVEY RESULTS AND DISCUSSION

Moderated by Twenty First Digital

Hear the results of the 2021 CRMA Circulation Survey and bring your ideas to share.
Sponsored by **Circulation Verification Council**

MONDAY / MARCH 15

THE HEART AND SOUL OF SELLING - ARTICULATE YOUR GENUINE BRAND THROUGH PERSONAL ALIGNMENT

James Davis-Massey, the Human Blueprint

Authenticity and trust are the foundation of any strong and successful relationship. During this new era of uncertainty and change it is more important than ever to align your values and be truly genuine in your conversations in order to foster, rebuild or maintain trust with clients. Explore a three-step process to hone-in on and articulate your personal brand promise, and in turn, evolve your sales approach to align with your strengths. Learn to utilize and leverage your unique personality to curate conversation that is memorable while presenting with authenticity and confidence.

MONDAY / MARCH 22

THE FUTURE OF CITY MAGAZINE EVENTS

Moderated by a panel of CRMA Event Directors

How has the pandemic changed your strategy on producing big 1000+ person events? What new events are you launching in 2021? In this open discussion, we will explore the changing landscape of city magazine events and how you are adapting to engage attendees, sponsors, advertisers and make a profit.

MAKING FACEBOOK'S LOSS YOUR GAIN [4:00 pm EST]

January Spring and Twenty First Digital have teamed up to help you understand what Apple's privacy changes mean for Facebook marketing and more importantly, you. Join Charity Huff and Melissa Chowning on a special, extra, edition of Momentum Monday. These two veteran marketers will breakdown the changes happening with Apple's iOS 14 update and how the change is an opportunity for you to recapture advertising dollars currently going to Facebook. Melissa and Charity will not only show you how permission-based marketing works, but also how to separate your premium brand from other advertising options in the market. Sponsored by **January Spring**

MONDAY / APRIL 05

HOW TO GROW YOUR INSTAGRAM AUDIENCE

*Sabrina Sucato of Today Media / Victoria Carodine of 5280
Carly Mann of D Magazine / Allison Garcia of Milwaukee Magazine*

Hear from a panel of CRMA staffers how they have succeeded in growing their audience on Instagram, followed by open discussion and sharing of new ideas. Sponsored by **Twenty First Digital**

MONDAY / APRIL 19

INNOVATIVE SELLING STRATEGIES

*Barbara Banis of Diablo Magazine / Irene Petersen of MplsStPaul Magazine
Kristen Anderson of Washingtonian / Zach Wolfel of 5280
Kieran Keating of Rhode Island Monthly*

What's working now? Hear from a panel of Ad Directors from CRMA member magazines and join in on the discussion of what's working in your market too! Sponsored by **Ad Sales Genius**

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