

WINTER CONFERENCE 2024

• JAN 31 – FEB 2 •

PUERTO VALLARTA, MEXICO

WEDNESDAY, JAN 31

3-5 PM **Board Meeting**

5-6:30 PM **CRMA Opening Reception**

THURSDAY, FEB 1

8:15-9 AM **Breakfast**

9-9:45 AM **Unlocking Revenue Opportunities:
Transforming Your Product Strategy**

Discover how to maximize revenue by understanding your unique audiences, breaking free from the one-size-fits-all approach, and diversifying your revenue streams with products aligned with the niche audiences you already have. We'll discuss ways to segment your audiences to increase both ad and consumer revenue. **Speaker:** *Melissa Chowning of Twenty First Digital*

9:45-10:15 AM **Wanderlust for Winners:
Tourist Targeting Campaigns That Work**

The *Local Life* team has developed a winning combination of print, digital and content that has been turning heads and delivering exceptional results to the tourist focused businesses in their market. In just one year, this program has achieved remarkable results, and the team has already secured renewals for 2024! Charity Huff, from January Spring, joined forces with *Local Life*, Twenty-First Digital and Broadstreet to make this program a resounding success. Now, she's ready to unveil the playbook, pricing strategies and share incredible results that you can bring back to your own market. **Speaker:** *Charity Huff of January Spring*

CITY & REGIONAL MAGAZINE ASSOCIATION

THURSDAY CONTINUED

10:15-10:30 AM **Break**

10:30-11:15 AM **CRMA Revenue Roundtable**

Bring your #1 revenue growth idea from 2023 and share with the group. *Led and Moderated by Todd Matherne of New Orleans Magazine.*

- What the idea was
- What the % of growth was in 2023
- What you are expecting for 2024

11:15-12 PM **CRMA Expense Savings Roundtable**

Bring your expense savings ideas from 2023 and share with the group. *Led and Moderated by Noelle LeVeaux of D Magazine.*

- What the idea was
- What the % of growth was in 2023
- What you are expecting for 2024

4-5 PM **Biz Mags Roundtable**

6-8 PM **CRMA Group Dinner at La Palapa**

FRIDAY, FEB 2

8:15-9 AM **Breakfast**

9-9:45 AM **AI Expanded for Publisher**

Where is AI being used effectively in publishing right now? (Some of the places might surprise you.) What is the future of Google Search as it adopts AI and becomes an "answer engine" instead of a "search engine." How will this affect publisher traffic from search? Should publishers update their terms to include a clause prohibiting the use of their content to train AI tools? How should publishers respond to AI overall? **Speaker:** *Eric Shanfelt of Nearview Media*

9:45-10 AM **AI Roundtable: How are You Using AI?**

10-10:15 AM **How to Structure and Train Your
Digital Sales Team for Success**

Everyone knows that we need our sellers to be trusted advisors and true marketing consultants, but how should sales teams be structured and trained to maximize success? Ben Bouslog and Ken Campbell of AdCellerant will share practical strategies for sales training approaches, how sales can best collaborate with strategy teams and digital partners, and the most cohesive team structures to support your clients and their growth.

10:15-10:30 AM **Break**

10:30 AM - NOON **The Masters Class**

Here from the "masters" of AABP and CRMA on what they do best:

- David Denor of *Florida Trend*: Custom Publishing
- Noelle LeVeaux of *D Magazine* and *D CEO*: Building Community
- Julio Melara of *Baton Rouge Business* and *225 Magazine*: Sales Recruitment, Retention & Training
- Todd Lemke of *Omaha Magazine* and *B2B Magazine*, Content Studio + Agency Work
- Suzanne Fischer- Huettner of BridgeTower Media: Growing Events & Event Expense Management
- Mike Martinelli of Today Media: Digital Sales Management

5:30-7 PM **Party at Connie Wimer's**

Avalon Condominiums: Calle Gardenias #248, Unit 1008

ABOUT THE SPEAKERS



Melissa Chowning

is a California native and audience development expert in Dallas, TX. She's described as ambitious, infectiously passionate, characteristically curious, and a smidge—OK, super—nerdy. She studied communications at the University of North Texas, and has since made her mark as an audience development leader for prominent brands, including *Portland Monthly*, *Seattle Met*, and *D Magazine*. Melissa now works directly with publishers, brands and media companies on their digital strategies and audience development efforts to drive traffic and supercharge interactions with their audiences for tangible and lasting results.



Charity Huff

is CEO of January Spring, a digital marketing & advertising agency that partners with niche media companies to make the most of digital. January Spring helps publishers grow their digital audience and subscribers through social media, e-newsletters, events and website redesigns. As a natural extension of that work, the agency also provides the very best digital and social solutions these publishers can bring to their advertisers. Prior to starting January Spring with her partner, Shannon McBride, Charity founded and built the advertising analytics platform, Tru Measure, widely used by the US newspaper publishing industry. That business was acquired by McClatchy in 2013.



Eric Shanfelt is the founding partner of eMedia Strategist, a consulting firm that helps media companies build their digital audiences and revenues. For over 20 years, Eric has helped consumer and B2B media, e-commerce, and event companies with digital strategies to grow their business. He's been the Chief Digital Officer for Penton Media, Interweave, Virgo Publishing, and HarperCollins Christian Publishing and has launched multiple, highly-successful, multi-million-dollar digital businesses leveraging advertising, e-commerce, data, and subscription revenue streams.

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