



CRMA 2025

PUERTO VALLARTA,
MEXICO

Westin Hotel

CRMA PUBLISHER'S RETREAT

WEDNESDAY, JANUARY 29

3-5PM CRMA Board of Directors Meeting

5-6:30PM CRMA Opening Reception at the beach

THURSDAY, JANUARY 30

8-9AM Breakfast

SESSIONS

9-10:15AM The Business of Events: Hear how a panel of CRMA members weigh all the factors that go into launching new events and growing tentpole events to develop audiences and drive revenue without sacrificing other profit centers of the business. Discussion will include how events teams are set up, the use of freelancers, influencers, etc. *Panelists: Shelly Crowley of Mpls.St.Paul Magazine, Logan Aguirre of 417 Magazine, Gillea Allison of D Magazine, Claire Johnson of San Diego Magazine and John Balardo of Hour Detroit.*

10:15-10:30AM Break

10:30-11:15AM New Ideas + Best Ideas for 2025: Hear the best ideas submitted by members and leave with a digital best ideas book! *Moderated by Todd Matherne of New Orleans Magazine*

11:15AM-12PM Roundtable on Enterprise Sales + Strategic Partnerships: Going after enterprise and strategic partnerships take planning, researching, a multi-tiered approach and follow through. We will discuss as a group the process by which these important, complex deals get done. We will also discuss community partnerships with local media companies, event spaces, charities and more that can help create a framework for enterprise sales to flourish. *Moderated by Matt Coen of St. Louis Magazine.*

12:30-5PM Networking

4-5PM Biz Mags Roundtable: Join CMRA and AABP members with business magazines for an open discussion.

6-8:30PM Group Dinner at El Dorado

FRIDAY, JANUARY 31

8-9AM Breakfast

SESSIONS

9-10AM Keynote with Brian Morrissey
Media in the Information Space: The restructuring of the traditional media industry is a structural rather than a cyclical change. The nature of mass media is shifting, as individuals are prioritized over institutions. These changes will ripple through the media landscape as the Information Space swallows professional media. This session will explore the implications of this shift for niche and local business publishers, including:

- **The more with less era.** Professional media will continue to be compressed by AI and other technologies allowing individuals to compete with larger organizations.
- **Getting to the transaction level.** Publishers will need to get closer to transactions rather than rely on the traditional drivers of revenue.
- **Publishing as front businesses.** More publishers will derive revenue from contiguous businesses rather than directly.
- **The creator economy comes to B2B.** The changes roiling consumer media will cascade into business media.
- **Differentiation is the last moat.** Every media business will need to find differentiation as AI inevitably commoditizes most information retrieval.

10-10:30AM Fireside Chat with Brian Morrissey. Interviewed by Matt Coen of *St. Louis Magazine* and Michael Curran of *Ottawa Business Journal*

10:30-10:45AM Break

10:45-11:30AM Sponsor Showcase
Presentations: Hear from our partners on how they are evolving to meet the business needs of CRMA and AABP members.

11:30AM-12:30PM Roundtable: Where are you investing for growth in 2025 and Why? Discussion on your priorities for 2025: Print, sponsored content, newsletters, events, custom, video, audience, other? *Moderated by: Mitch Bettis of Arkansas Business and Susan Farkas of Washingtonian*

12:30-5PM Networking

6-7:30PM Party at Connie Wimer's



BRIAN MORRISSEY

is the founder of The Rebooting, an independent B2B media company focused on the methods of building sustainable media businesses. For nearly a decade, he was the president and editor-in-chief of Digiday Media, a vertical media company that has titles covering media and marketing (Digiday), fashion and beauty (Glossy) and retail (Modern Retail). In four years, The Rebooting has expanded to include newsletters, podcasts (The Rebooting Show and People vs Algorithms), virtual and in-person events, a membership program and original research.

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