

WINTER LEADERSHIP CONFERENCE, Westin Hotel, Puerto Vallarta, MX

Wednesday, January 29

2-5pm CRMA Board of Directors Meeting

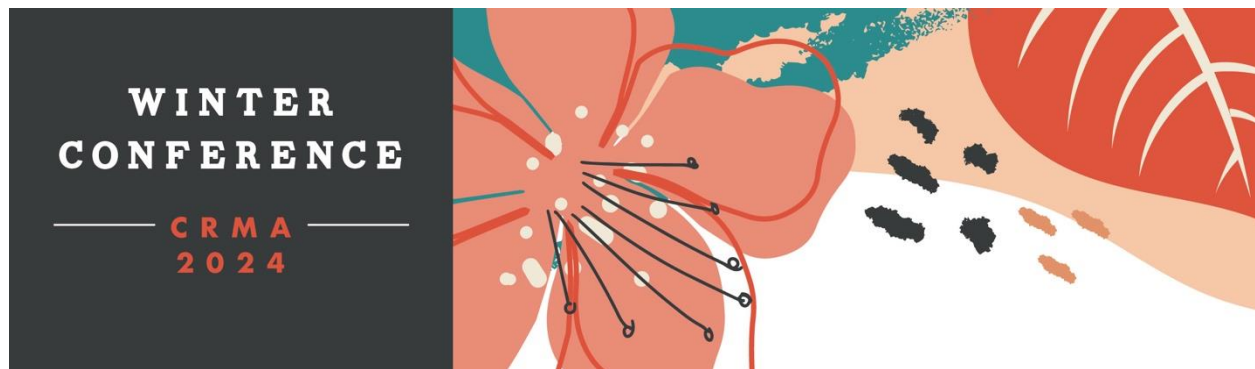
5-6:30 pm CRMA Opening Reception

Thursday, January 30

8-9am Breakfast

Sessions

- **9-10am 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. **Panelists:** *Susan Farkas of Washingtonian, Shelly Crowley of Mpls.St.Paul Magazine and Logan Aguirre of 417 Magazine.*

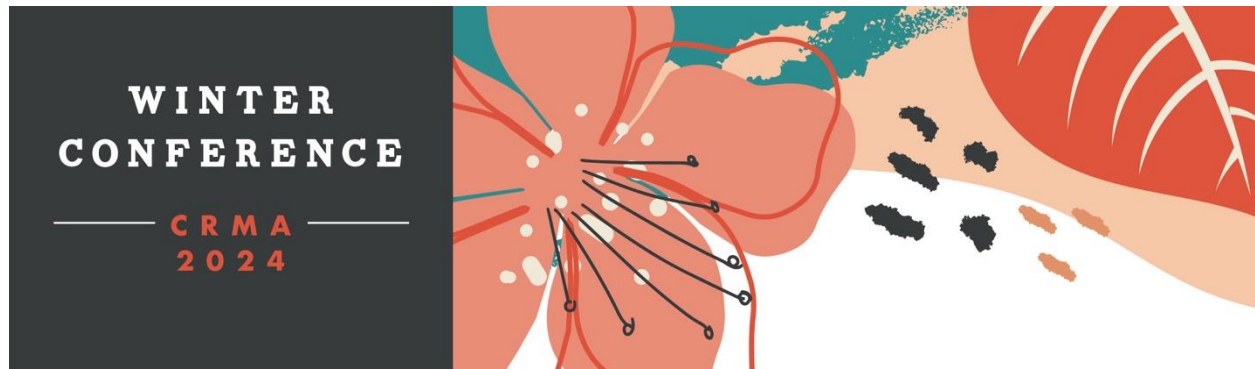


- **10-10:45am Best Ideas:** Hear the best ideas submitted by members and leave with a digital best ideas book! *Moderated by Todd Matherne of New Orleans Magazine*
- **10:45-11am Break**
- **11-11:30am Roundtable on Enterprise Sales + Strategic Partnerships:** Going after enterprise and strategic partnerships take planning, researching, a multi-tiered approach and follow through. We will discuss as a group the process by which these important deals get done. *Moderated by Matt Coen of St. Louis Magazine.*
- **11:30am-12:30pm Roundtable on Revenue, Profits and Budgets for 2025:** In a pre-meeting survey, we will see the % that CRMA member attendees are seeing in various departments of the business, discuss how they budgeted for 2025 and hear where they hope to see the most profit in their businesses.

12:30-5pm Networking

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

6pm-8:30pm Group Dinner a El Dorado



Friday, January 31

8-9am Breakfast

Sessions

- **9-9:45 Keynote:** Brian Morrissey of The Rebooting
- **9:45-10:30am 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?** Discussion on your priorities for 2025: Print, sponsored content, newsletters, events, custom, video, audience, other? *Moderated by: Mitch Bettis of Arkansas Business and Mike Martinelli of San Diego Magazine*

12:30-5pm Networking

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