

CITY & REGIONAL MAGAZINE ASSOCIATION

49TH ANNUAL CONFERENCE | JUNE 4 - 6, 2025 | DENVER, COLORADO





► WELCOME TO THE MILE



**2025 ANNUAL
CONFERENCE
COMMITTEE**

CONFERENCE CHAIRS

Laurie Laykish
VP of Events for CRMA
Local Life

Charity Huff
Host of Conference
5280

EDITORIAL

Chris Vogel
Metro Corp

Brad Pearson
Metro Corp

Brian Kendall
Fort Worth Magazine



HIGH CITY

SALES

Charity Huff
5280

Piniel Simegn
5280

Carin Keane
Gulfshore Life

Carole Nicksin
Milwaukee Magazine

AUDIENCE DEVELOPMENT

Carly Lambert
5280

Paul Lopreiato
Metro Corp

Megan Guzman
Milwaukee Magazine

AGENCY/STUDIO

Jacque Chakirelis
Cleveland Studios

Evan Wood
Missouri Life Magazine

DESIGN

Chelsea Mamerow
Milwaukee Magazine

Dave McKenna
5280

SCHEDULE

WEDNESDAY

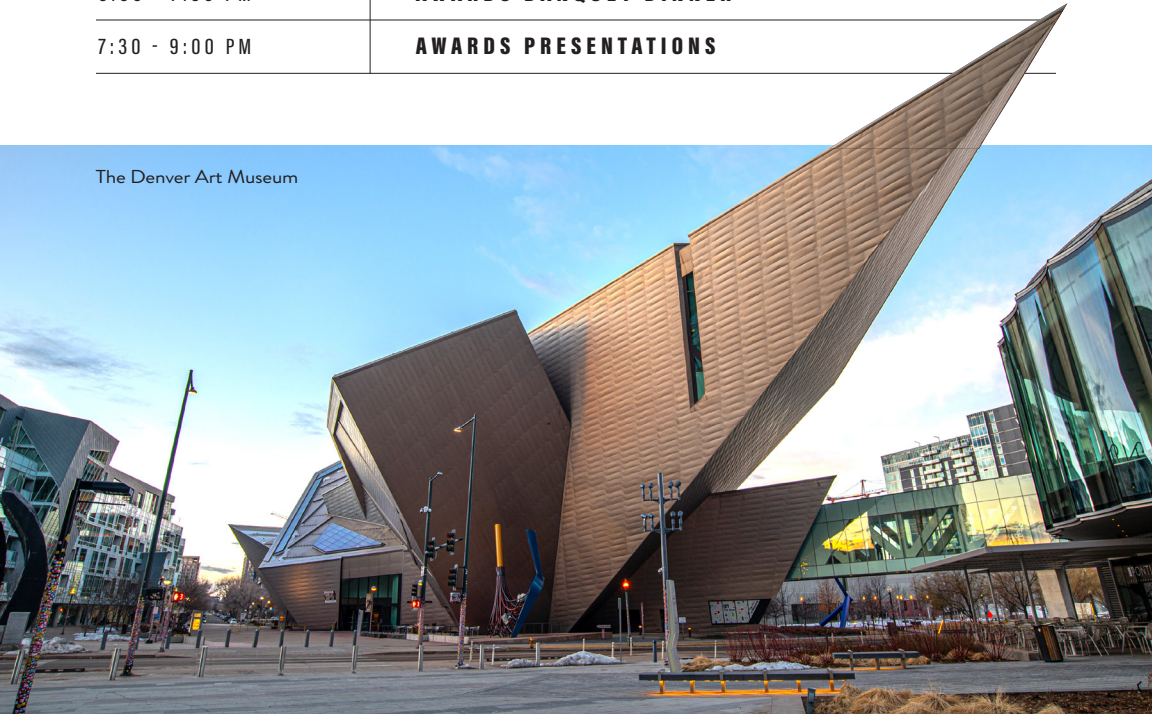
JUNE 4

1:00 PM	REGISTRATION OPENS
3:30 - 5:00 PM	WORKSHOPS
5:00 - 7:00 PM	OPENING COCKTAIL RECEPTION at hotel
THURSDAY	JUNE 5

8:00 - 9:00 AM	GROUP BREAKFAST
8:45 - 9:00 AM	OPENING REMARKS
9:00 - 9:30 AM	KEYNOTE Larry Kramer of USA Today: Turning Problems into Opportunities
9:30 - 10:00 AM	KEYNOTE Don Harkey of People Centric Consulting Group: The Perfect Storm
10:00 - 11:00 AM	SESSION 1
11:00 - 11:30 AM	REFRESHMENTS & NETWORKING WITH EXHIBITORS
11:30 - 12:30 AM	SESSION 2
12:30 - 2:00 PM	GROUP LUNCH with Lifetime Achievement Award
2:00 - 3:00 PM	SESSION 3
3:00 - 3:30 PM	REFRESHMENTS & NETWORKING WITH EXHIBITORS
3:30 - 4:30 PM	SESSION 4
5:30 - 7:30 PM	OFFSITE PARTY at Milk Market at Dairy Bar

8:00 - 9:00 AM	GROUP BREAKFAST
9:00 - 9:30 AM	KEYNOTE Bo Sacks of Media Intelligence: The Future of Publishing in the 21st Century
9:30 - 10:00 AM	KEYNOTE Guy Tasaka of Tasaka Digital: Local Media 3.0: Reimagining Community Engagement & Monetization
10:00 - 11:00 AM	SESSION 5
11:00 - 11:30 AM	REFRESHMENTS & NETWORKING WITH EXHIBITORS
11:30 AM - 12:30 PM	SESSION 6
12:30 - 2:00 PM	GROUP LUNCH & KEYNOTE
2:00 - 3:00 PM	SESSION 7
3:00 - 3:30 PM	REFRESHMENTS & NETWORKING WITH EXHIBITORS
3:30 - 4:30 PM	SESSION 8
6:00 - 6:30 PM	AWARDS COCKTAIL RECEPTION at hotel
6:30 - 7:30 PM	AWARDS BANQUET DINNER
7:30 - 9:00 PM	AWARDS PRESENTATIONS

The Denver Art Museum



► **DENVER'S
“BACKYARD”**

ROCKY MOUNTAIN NATIONAL PARK



► OPENING RECEPTION

Join us at the Hilton City Center ballroom in Denver to network with your fellow CRMA peers and exhibitors

WEDNESDAY, JUNE 4
5 - 7:00 PM

**ENJOY
COMPLIMENTARY
OPEN BAR
& APPETIZERS**



▶ WORKSHOPS

AI WORKSHOP: LEVERAGING AI TO PROSPECT, WRITE PROPOSALS AND CLOSE BIG DEALS

WEDNESDAY 3:30-5 PM

Kevin Berrier of MDDC Ad Services

In this hands on, interactive session, learn the practical applications of AI to take you from prospect research to proposal to won business. Learn how to use AI to sell, including doing actual research on a client with hands on help from Kevin and mock presentations on what has been discovered, created, proposed, and presented. This is a “2.0” session following the webinar in February. Bring your laptop and have your free ChatGPT account set up in advance.

AI FOR EDITORS + PUBLISHERS PRACTICAL TOOLS AND TRANSFORMATIVE STRATEGIES

WEDNESDAY 3:30-5 PM

Guy Tasaka of Tasaka Digital

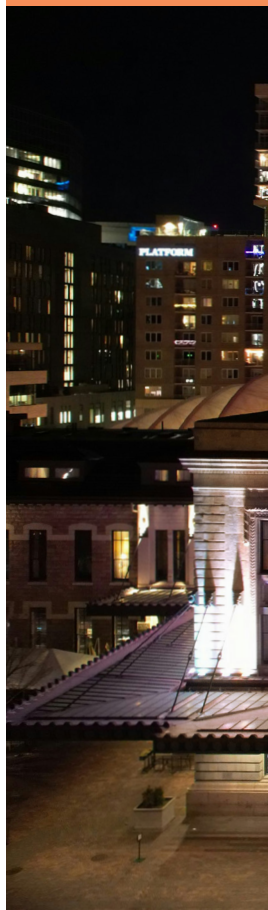
This hands-on session will explore practical AI applications that can reduce costs, increase productivity, and create innovative user experiences.

Participants will learn:

- How to use generative AI for content workflow optimization
- Techniques for creating personalized content experiences
- AI-powered tools for audience engagement and monetization
- Developing a competitive advantage through intelligent technology

Practical Takeaways:

- AI tools for editing, headline and article writing
- Strategies for creating content across multiple platforms
- How to build a technology stack that leverages AI



► OFFSITE PARTY

Join us at Milk Market at Dairy Bar to network with your fellow CRMA members

THURSDAY, JUNE 5
5:30 - 7:30 PM

1800 Wazee St Suite 100, Denver, CO

**Walk 6 blocks or take the shuttle bus outside the hotel beginning at 5:15 PM*



▶ KEYNOTES

TURNING PROBLEMS INTO OPPORTUNITIES: FIRESIDE CHAT WITH LARRY KRAMER

THURSDAY 9-9:30 AM

Larry Kramer, USA Today

The world of media is changing dramatically and each publisher faces a broad range of challenges. Larry Kramer will stimulate the audience to think about how to attack their most prevalent and common problems, and how to turn those problems into opportunities. Some are obvious, like the erosion of trust of all levels of media and others less so, like the changing ways the consumer is looking for information and the difficult search for “truth” at a local level will spur some great discussion and thinking in this ‘fireside chat’ format. Larry will draw on his personal and professional experiences to provide a fresh perspective, new ideas and inspiration that will spur great discussion.



LARRY KRAMER presently serves as a board member of Advance Local and Advisor to Advance Publications (parent company of Conde Nast), as well as a trustee for Syracuse University (vice chair). He is also Chair of the Board of WinVest Acquisition Corp., a SPAC in the Fintech arena (NASDAQ:WINV).

He started his career as an award-winning reporter for the *San Francisco Examiner*, where he rose to executive editor, and the *Washington Post*, where he became assistant managing editor. While a journalist, he won several awards, including the National Press Club Award, The Associated Press Award for news writing, and the Gerald Loeb award for business reporting. His staffs won two Pulitzer Prizes. He serves a two-year term as a Pulitzer Prize juror. He is the author of *C-Scape*, a book about the changing landscape of the media business (Harper Business, 2010).

After 20 years in journalism, he founded DataSport Inc. and later CBS Marketwatch.com, which he took public and ran as CEO and chair for a decade until its sale to Dow Jones in 2025.

He has served as the first president of CBS Digital Media, and later President and Publisher of *USA Today*. He is a graduate of Harvard University (MBA) and Syracuse University (BS in journalism and political science).

THE PERFECT STORM

THURSDAY 9-9:30 AM

Don Harkey, People Centric Consulting Group

The U.S. workforce is facing a dual challenge: a rapidly growing expertise shortage due to demographic shifts and an overwhelming demand for employees. Organizations are struggling to fill critical roles while inexperienced managers and executives take on higher responsibilities. This session explores the factors driving the Perfect Storm and offers strategies to build resilience, develop leadership, and improve employee engagement—key elements that will determine which companies thrive and which struggle in this new era of workforce dynamics.

Learning Objectives:

- Participants will gain an understanding of the demographic and economic factors contributing to the expertise shortage and how it affects organizational performance
- Explore strategies to train and support emerging leaders, ensuring they are equipped to manage teams and navigate the complexities of modern workforce challenges
- Learn techniques to boost employee engagement, which is crucial for retaining talent and positioning their organization as an attractive employer in a competitive labor market



DON HARKEY is sought-after for his business insights in multiple industries.

As a former engineer, Don brings a unique perspective to every organization he works with; he views every business as a machine and that machine is perfectly designed to get the results that it is currently getting. As the CEO of People Centric, Don loves to help people adjust their machine to produce better results. He is highly strategic, process driven, and an engaging keynote speaker.

THE FUTURE OF PUBLISHING IN THE 21ST CENTURY: HOW PUBLISHING WILL NOT ONLY SURVIVE BUT THRIVE

FRIDAY 9-9:30 AM

Bo Sacks, Media Intelligence

The media industry is facing a range of challenges in the year ahead, including shifts in advertising markets, pressure on consumer spending due to inflation and financial struggles, and continued changes in media consumption habits. In order to address these challenges, many publishers will need to be flexible and find ways to achieve their goals with fewer resources. In addition, print publishers will also have to grapple with rising paper and printing costs, and all players face a year full of multiple uncertainties.

At the same time, the industry may be more resilient than you might think. Despite these challenges, the media industry remains full of potential for those who are able to adapt and find new ways to connect with their audiences. Whether through subscriptions, advertising, or other forms of revenue, there are opportunities for publishers to thrive in the face of these challenges.

In this informative presentation filled with information, facts, myth-busting, and humor, we will hear about the future possibilities for publishers, including:

- Analysis and market predictions of printed and paginated products
- Publishing myth busting
- The truth about digital lies
- How we communicate alters what we communicate
- Actionable revenue advice and examples



BO SACKS is a veteran of the printing/publishing industry since 1970. Bo was always an innovator, even back in the 70s he followed a distinctly creative path. He started his career where some people end—with the founding of his own weekly newspaper in the metro New York area.

After several years in the alternative press, publishing newspapers in New York and Tucson, Az., he became one of the early fathers of High Times magazine. Bo has held positions that include publisher, editor, freelance writer, director of manufacturing and distribution, senior sales manager, circulator, chief of operations, pressman, cameraman, lecturer, and developer of website companies.

Today Bo's firm, Precision Media Group, does private consulting and publishes Heard on the Web: Media Intelligence, a daily e-newsletter that delivers pertinent industry news to a diverse, worldwide, publishing community of over 16,750 media industry leaders. It is the longest running e-newsletter in the world.

LOCAL MEDIA 3.0: REIMAGINING COMMUNITY ENGAGEMENT AND MONETIZATION

FRIDAY 9:30-10 AM

Guy Tasaka, Tasaka Digital

In this transformative session, Guy Tasaka will guide city magazine publishers through the critical evolution of local media. Discover how to transform your publication from a traditional print model to a dynamic, data-driven community hub.

Learn strategies to:

- Curate content across multiple platforms
- Leverage first-party data as your most valuable asset
- Create new revenue streams beyond traditional advertising
- Position your publication as the trusted nexus of local information
- Utilize technology to serve your community more effectively

Key Insights:

- The shift from content creation to content curation
- Building audience segments that attract advertisers
- Embracing omnichannel publishing and selling
- Leveraging AI and automation to increase efficiency



GUY TASAKA is a media technology evangelist with more than a 35-year track record of driving innovation in local media. As a seasoned strategist, he has transformed digital strategies for renowned organizations including, The New York Times, Macworld Magazine, Calkins Media and Ziff-Davis Publishing.

Named the Local Media Association's Innovator of the Year, Guy has been at the forefront of digital transformation, specializing in mobile publishing, connected television, and emerging media technologies. As the founder of Tasaka Digital and LocalMINT, he provides strategic guidance to media companies navigating technological disruption.

A thought leader and frequent speaker, Guy specializes in helping media organizations reimagine their business models in the digital age. His expertise spans product management, strategic planning, and cutting-edge technology implementation.



► EDITORIAL

THURSDAY

JUNE 5

SESSION 1: 10:00 - 11:00 AM

FOOD WRITING: HOW TO KEEP IT CRISP

Jose Ralat of Texas Monthly, **Brian Reinhart** of D magazine, **Hanna Raskin** of The Food Section

Join successful food editors as they share their secrets for breathing new life into standard story formats. They'll dig into what makes a profile sing, how to spot and highlight trends worth covering, and clever ways to make yet another "best ice cream" roundup feel fresh and essential.

SESSION 2: 11:30 AM - 12:30 PM

EDITORIAL GROUP THERAPY

Chris Vogel of Boston Magazine

A problem-solving session where participants share their toughest edit challenges and receive practical solutions from seasoned peers. Bring your problems, leave with answers.

SESSION 3: 2:00 - 3:00 PM

THE ART OF NEWSLETTER INTIMACY: CONVERTING READERS INTO REVENUE

Natalie Moore of Texas Highways, **Hanna Raskin** of The Food Section

Dive into strategies for crafting newsletters that forge genuine 1:1 connections with readers. Expert panelists share techniques for developing a distinctive voice, nurturing subscriber loyalty, and transforming engaged audiences into sustainable revenue streams. Discussion covers personalization tactics, metrics that matter, and the delicate balance of content and conversion.

SESSION 4: 3:30 - 4:30 PM

BEYOND LINE EDITS: THE ARCHITECTURE OF FEATURE WRITING

JK Nickell of Texas Monthly and others TBA

Editors talk longform editing craft, revealing their methods for transforming raw features into compelling narratives. Learn to build story arcs, place pivotal moments, and guide major revisions that elevate feature stories.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

POLITICS THAT POP

Robert Sanchez of 5280, **Kathy Wise** of D Magazine

Editors share strategies for translating politics & policy into people-focused stories, covering controversial local issues fairly, and keeping readers engaged with consequential coverage that affects their daily lives. Learn how to make civic journalism a strength, not a subscriber risk.

SESSION 6: 11:30 AM - 12:30 PM

INSTAGRAM THAT WORKS: BUILDING YOUR DIGITAL VOICE

Melissa Tallo of D Magazine, **Brian Kendall** of Fort Worth Magazine

Move beyond basic posts to create an Instagram presence at low, low cost that captivates local audiences. Leading social media editors share practical strategies for crafting compelling visual stories, growing followers, and turning Instagram into a powerful platform for audience and brand development.

SESSION 7: 2:00 - 3:00 PM

OPENING PAGES: FOB FOR TODAY'S READER

Kristen Schott of Philadelphia Magazine

Panelists tackle the challenges of keeping FOB sections vital and engaging across print and digital platforms. Get creative solutions for reimagining recurring departments, discover what's working in other markets, and explore how city magazines are successfully adapting traditional front-of-book content for digital.

SESSION 8: 3:30 - 4:30 PM

100 IDEAS IN 60 MINUTES

Brad Pearson of Philadelphia Magazine

This is the annual fast-paced, interactive session where attendees collectively generate 100 fresh editorial ideas. A moderator gets everyone going and then captures the group's rapid-fire brainstorming; all attendees receive the complete idea list post-session.



► SALES & EVENTS

THURSDAY | JUNE 5

SESSION 1: 10:00 - 11:00 AM

EVENT TRENDS FOR 2025 & BEYOND

Sarah Kloepple of BizBash, **Sara McNamara** of Ticketsauce, **Marissa Tinter** of Grow Marketing; Moderated by **Piniel Simegn** of 5280

Are food events still relevant? What are consumers looking for in experiential offerings? Hear from industry experts on the macro and micro event trends worth paying attention to as a local/regional publication. Plus learn about how brands are activating both on-site and pre/post events. This session is designed to inspire event producers, marketers, and sales teams while also providing tangible tips on adapting trends to make them work for your market.

SESSION 2: 11:30 AM - 12:30 PM

INCREASING YOUR DIGITAL SALES AND CLOSING RATIOS

Shannon Kinney of Dream Local

In this dynamic session, we'll cover how digital products work together to help your clients - and give you the tools to increase your closing ratios in today's market. We'll look at the four most important questions you can ask a prospect and how to become their trusted advisor. You'll leave with increased confidence, and a checklist for a perfect proposal to increase your closing ratios, and you'll learn what 92% of sellers don't know about persistence.

SESSION 3: 2:00 - 3:00 PM

WINNING THE TUG OF WAR WITH TIME. TIME MANAGEMENT SECRETS TO GET MORE DONE IN LESS TIME.

Ryan Dohrn of Brain Swell Media

This is one of Ryan's most popular workshops! From creating call zones to time-saving email templates to making better use of your CRM tools - learn expert and well-tested tips to reclaim eight hours every week and win more business faster. Ryan will share his top 10 time management tools that will help you boost your personal productivity by 35% in just one week!!

SESSION 4: 3:30 - 4:30 PM

SALES BEST IDEAS

Moderated by **Carole Nicksin** of Milwaukee Magazine, **Charity Huff** of 5280

In this popular session, hear from CRMA members as they present their best ideas from the past year and leave with a Best Ideas Digital Book.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

WHAT KEEPS YOU UP AT NIGHT?

Moderated by **Ryan Dohrn** of Brain Swell Media, **Carole Nicksin** of Milwaukee Magazine

Whether it's how to close the deal or how to find new business, our "therapist" Ryan Dohrn has the answers.

SESSION 6: 11:30 AM - 12:30 PM

EVENTS - WHAT'S WORKING

Gillea Allison of D Magazine, **Danesha Price-Quintanilla** of Washingtonian

How to lure sponsorship dollars (what types of businesses and what they are looking for), also a discussion of how to work trade deals with local vendors, what type of margin to aim for, how to price tickets, using two-tier strategies, etc.

SESSION 7: 2:00 - 3:00 PM

INTEGRATED DIGITAL SALES PLAYBOOK

Irene Peterson of Mpls.St.Paul Magazine, **Jacquie Chakirelis** of Cleveland Studios, **Charity Huff** of 5280

This session will focus on integrated digital selling: what's in the offering, how to differentiate from others in the market, how to market your offering, and handle objections.

SESSION 8: 3:30 - 4:30 PM

HOW TO COMPETE WITH NATIONAL MEDIA BRANDS ROUNDTABLE

Moderated by **Carin Keane** of Gulfshore Life

The AXIOS, SCOUT Guide, and Modern Luxury's of the world are moving into our markets and positioning themselves as a local alternative to city and regional publications. How do we compete? This roundtable session is a space where we can share best practices and ideas on how to strengthen our position as the true and original local media brand in our respective markets.



► DESIGN

THURSDAY | JUNE 5

SESSION 1: 10:00 - 11:00 AM

THE BEST EDITORIAL PACKAGES LOOK EFFORTLESS. THEY AREN'T.

Jamie Prokell of Men's Health

Building a great editorial package is a collaboration between edit and art. Designer and creative director at Men's Health, Jamie Prokell, discusses the best practices and processes for creating good looking editorial feature packages that just work.

SESSION 2: 11:30 AM - 12:30 PM

REDESIGN CASE STUDY - 417

Sarah Patton of 417 Magazine, **Carla Frank** of Carla Frank Creative + Co.

Tackling a redesign is one of the most challenging, and rewarding, times for an art department. What is it like to bring in an outside firm to assist in this process? We'll hear from 417 creative director, Sarah Patton and Carla Frank, founder and creative director Carla Frank Creative & Co. on the process and timeline for the 2024 417 rebrand and redesign.

SESSION 3: 2:00 - 3:00 PM

EDITORIAL PHOTOGRAPHY IN THE AGE OF UNCERTAINTY

Emily Keegan

Magazines matter more than ever. They are made by people – not algorithms – and the pictures you create come from a place of curiosity & “truth”. In the world of AI, city magazines are a much needed celebration of “the real” and a tether to our neighborhoods and communities. We'll examine what photographic trends can tell us about who we are & where we're going, how to create meaningful images, and how to surprise and push the reader in ways the internet (and AI) can't.

SESSION 4: 3:30 - 4:30 PM

TYPOGRAPHY

Greg Gazdowicz of Commercial Type Foundry

Typographic trends, case studies for typefaces designed for the public and client commissions, best practices, favorite “fonts in use” and the pros & cons of variable fonts.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

AI ETHICS**Talia Cotton** of Cotton Design

It's time to build thoughtful and forward looking AI policies. Is there a place for ethical AI use in design and editorial art? Talia Cotton is a leading specialist on the intersection of design and technology and will lead a conversation on this controversial topic.

SESSION 6: 11:30 AM - 12:30 PM

CREATING A SENSE OF PLACE**Marshall McKinney**, previously of Garden and Gun

Marshall was the Garden & Gun DD for a 16 year run and nurtured the beautiful but still local and authentic look we all know. Assembled and grew a stable of local photographers and illustrators with that same mission.

SESSION 7: 2:00 - 3:00 PM

PHOTOGRAPHY AS LONGFORM JOURNALISM**Benjamin Rasmussen**, Denver-based photographer

How he finds and reports stories that can be told visually. Addressing the service as well as the storytelling aspect in these photo essays. Showcasing both the power of print and bonus digital content in his shoots. Found in warmup with some case studies on his approach/photo format on editorial shoots and gotta get the backstory on the Trump cover shoot for Time from the first term.

SESSION 8: 3:30 - 4:30 PM

THE EDITOR ART DIRECTOR TEAM**Tom White** and **Jarrett Medlin** of St. Louis Magazine

Lets peek behind the curtain of a standout art and edit team. How do they push each other to do their best work? What challenges have they faced and how have they overcome them? Bring your questions and an open mind on how to form a working relationship based on mutual respect.



► STUDIO: CUSTOM PUBLISHING & DIGITAL AGENCY

THURSDAY | JUNE 5

SESSION 1: 10:00 - 11:00 AM

BUILDING YOUR DIGITAL BUSINESS: TOP 4 TRENDS THAT WILL MAKE OR BREAK YOUR DIGITAL REVENUE GROWTH OR AGENCY

Shannon Kinney of Dream Local

In this session, we will tackle the three main areas that you need to accelerate your digital business. We'll cover how to expand your revenue and market share growth beyond your own website and email list. Whether you have a mature digital business that you'd like to increase, or you're starting from scratch, this workshop will give you insights you can take back and immediately implement to grow your business.

SESSION 2: 11:30 AM - 12:30 PM

7 HIGH QUALITY CONTENT PRODUCTS THAT SELL IN 2025

Kenny Katzgrau of Broadstreet, **David Arkin** of David Arkin Consulting

Business owners and marketers love sharing their story, and there are plenty of captivating, clever and unique ways that publishers can help them achieve that. David and Kenny share 7 of their favorites, along with the process, pro-tips, and pricing that bring it all together.

SESSION 3: 2:00 - 3:00 PM

SHIFTS IN SOLUTIONS: WHAT IS FUELING RETENTION AND CLIENT ROI?

Shannon Kinney of Dream Local

In today's fast paced landscape, many of the solutions that we've sold for years effectively aren't working as well as they did in the past. How do we adapt to these rapidly changing trends? We will learn: Trends that are fueling client sentiments and requirements, a la carte to multi-tactic plans, shifting goals, little measurement and how to tackle as well as the changing role of reporting results. Finally, we will cover how to collaborate with the client, and their changing expectations about their role and bringing it all home to increase revenue and retention.

SESSION 4: 3:30 - 4:30 PM

AI-POWERED MEDIA SALES: TOP FIVE TOOLS EVERY MEDIA REP NEEDS TODAY

Ryan Dohrn of Brain Swell Media

With an overwhelming array of AI sales tools available, how can serious media sales reps know which ones to rely on? In this practical workshop, 30-year ad sales veteran Ryan Dohrn reveals his top five AI tools, essential for researching more effectively, uncovering valuable sales opportunities, and gaining a competitive edge. Don't miss this chance to elevate your sales strategy—learn the tools that high-performing reps are already using to outsell the competition.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

DATA, DASHBOARDS AND CLIENT REPORTING BEST PRACTICES ROUNDTABLE

Irene Peterson of Mpls.St.Paul Magazine, **Jacquie Chakirelis** of Cleveland Studios,
Ken Campbell of AdCellerant

In today's competitive digital landscape, effective data utilization and transparent client reporting are key to retaining and growing client relationships. This session will explore best practices for building insightful dashboards, delivering impactful performance reports, and using data storytelling to demonstrate value. Learn how digital teams can leverage these tools not only to showcase campaign success, but also to identify upsell opportunities and drive increased investment in digital marketing packages.

SESSION 6: 11:30 AM - 12:30 PM

INSTAGRAM THAT WORKS: BUILDING YOUR DIGITAL VOICE

Melissa Tallo of D Magazine, **Brian Kendall** of Fort Worth Magazine

Move beyond basic posts to create an Instagram presence at low, low cost that captivates local audiences. Leading social media editors share practical strategies for crafting compelling visual stories, growing followers, and turning Instagram into a powerful platform for audience and brand development.

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INTEGRATED DIGITAL SALES PLAYBOOK

Irene Peterson of Mpls.St.Paul Magazine, **Jacquie Chakirelis** of Cleveland Studios,
Charity Huff of 5280

This session will focus on integrated digital selling: what's in the offering, how to differentiate from others in the market, how to market your offering, and handle objections.

SESSION 8: 3:30 - 4:30 PM

CTV OPPORTUNITY, STRUCTURING A VIDEO TEAM - VIDEO SALES SUCCESS STORIES

Evan Wood, **Will Moore** and **Austin Kolb** of The Evoke Group

Building on our discussion in session 2, this panel will talk about leveraging video capabilities both internally and with third-party, white-labeled vendors in order to create original editorial video content, ad content for our partners, and sponsored content with aspects of both previous categories.



► AUDIENCE DEVELOPMENT

THURSDAY

JUNE 5

SESSION 1: 10:00 - 11:00 AM

BEST PRACTICES + CASE STUDIES: SUBSCRIPTION RETENTION, AUTO RENEWALS, WIN BACK, AND MORE

Greg Wolfe, Paco Acosta, and Meg Clark of Four String Media

In this session, the Four String Media team will present on what is (and isn't) working with their clients to renew as many subscriptions as possible and maximize renewal revenue, while keeping renewal marketing expenses as low as possible.

SESSION 2: 11:30 AM - 12:30 PM

PAID SOCIAL CASE STUDIES W/NPS

Jared Katzman of NPS

Case studies of digital campaigns that are converting digital readers to print subscribers.

SESSION 3: 2:00 - 3:00 PM

CRMA PANEL: GROWING YOUR EMAIL NEWSLETTERS

Jarrett Medlin of St. Louis Magazine, **Melissa Chowning** of Twenty First Digital and **Sabrina Sucato** of Today Media

Learn how CRMAs have built out and grown their newsletter products in a world where free Social and Organic traffic is shrinking.

SESSION 4: 3:30 - 4:30 PM

AI & FIRST PARTY DATA STRATEGY W/OMEDA

James Capo and **Tony Napoleone** of Omeda

Case studies of using AI and first party data to grow your audience.

FRIDAY | JUNE 6

SESSION 5: 10:00 - 11:00 AM

TACTICS TO ENGAGE NEW PAID SUBSCRIBERS

Dan Oshinsky of Inbox Collective

That first time a reader chooses to support your work is just the start of your relationship with them. Here's how to keep those supporters coming back again and again.

SESSION 6: 11:30 AM - 12:30 PM

AUDIENCE DEVELOPMENT FIRESIDE CHAT

Dan Oshinsky of Inbox Collective, **Melissa Chowning** of Twenty-First Digital

Join Dan & Melissa in a conversation about trends, opportunities, and mistakes in Audience Development. A great way to get feedback from experts on different themes that weren't touched in other sessions.

SESSION 7: 2:00 - 3:00 PM

CRMA PANEL: STRATEGIES FOR DRIVING TICKET REVENUE

Piniel Simegn of 5280, **Katie Williams** of Milwaukee Magazine, **Dalila Brent** of PDX Monthly

Learn how CRMAs are building their pipeline for consumer ticket revenue and driving people to their events.

SESSION 8: 3:30 - 4:30 PM

AUDIENCE DEVELOPMENT GROUP THERAPY

Paul Lopreiato of Philadelphia, **Carly Lambert** of 5280

Open discussion troubleshooting any and all problems.

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AT RED ROCKS AMPHITHEATRE**