

CITY & REGIONAL MAGAZINE ASSOCIATION

# FALL PUBLISHER'S ROUNDTABLE

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OCTOBER 15-16



A U S T I N , T E X A S

# WELCOME



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**Host & Event Chair:** Stewart Ramser, *Austin Monthly*

**Event Co-Chairs:** Ray Paprocki, *Columbus Monthly* and  
Jordan Regas, *405* and *The Bend* magazines

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## SCHEDULE AT A GLANCE

### FRIDAY, OCT 15

8-9am	Board of Directors Breakfast
9-11am	Board of Directors Meeting
Noon-1:30pm	Welcome Back Networking Lunch
1:30pm-2:30pm	<b>Digital Sales Trends</b>
2:30-3:30pm	<b>Discovering the Superhero in Your City Magazine</b>
3:30-4pm	Refreshment Break
4-5pm	<b>Best Innovative Ideas that are Here to Stay</b>
6-9pm	<b>Cocktail Reception + Group Dinner at Juniper</b>

### SATURDAY, OCT 16

8-9am	Group Breakfast
9-10am	<b>Strategic Planning that Works</b>
10-10:15am	Break
10:15-11:15am	<b>Staffing, Salaries, Org Charts- What's Changed?</b>
11:15am-Noon	<b>Printers Roundtable</b>
Noon-1:30pm	Group Lunch and Sponsor Showcase Presentations
1:30pm-2:45pm	<b>Content Strategies for the Post-Pandemic Publisher</b>
2:45-3:15pm	Break
3:15-4:30pm	<b>Bouncing Back with Events, Custom Publishing, Custom Events!</b>
5-6pm	<b>Whiskey Tango Foxtrot: WTF to do when Launching your Brand in a Pandemic</b>
6-8pm	Meet up at Shoal Creek Saloon

# FRIDAY

## OCTOBER 15, 2021

9am-11am

### Board of Directors Meeting

1:30pm-2:30pm



### The #Current State of Online Behavior

Gannett / LOCALiQ marketing guru Jake Myers will take us on an updated tour of online consumer behavior trends, explore the increasing influence of neuromarketing on our space, and provide valuable insights into the opportunity to help architect the "new normal."

2:30-3:30pm



### Discovering the Superhero in Your City Magazine

City magazines are trusted sources in their communities- informing and influencing readers through service journalism, investigative reporting and social justice journalism. In this interactive workshop, you will be challenged to think about your magazine as being a "superhero", identifying your magazine's purpose and place in your city/region. This creative workshop blends the balance of being inspirational, instructional and insightful. Expect to have fun and think more strategically about how your city/regional magazine can use its superpowers to form deeper, more emotional connections with your readers.

3:30-4pm

### Refreshment Break

4-5pm



### Best Innovative Ideas that are Here to Stay

When COVID hit, publishers were forced to innovate on every level: events, editorial, distribution, advertising and staffing. Hear how CRMA members changed things up and will never look back!

6-9pm

### Cocktail Reception + Group Dinner at Juniper

2400 East Cesar Chavez, Downtown Austin

# SATURDAY

## OCTOBER 16, 2021



8-9am

### Group Breakfast



9-10am

### Strategic Planning that Works

Most strategic plans fail. The reason most plans fail is because most companies fail to make a plan for executing the plan. Don Harkey, CEO of People Centric Consulting Group, will talk about how you can create a planning cycle that not only creates goals, but also engages your staff and creates a cadence of execution.

10-10:15am

### Break

10:15-11:15am

### Staffing, Salaries, Org Charts-What's changed?

Publishers show & tell on organizational charts, how they staff and run their companies, new positions they have created through consolidation or product development, how they are recruiting/retaining the best staffers and a discussion on salaries. We will collect this information in advance and put the information up on the screen for attendees to review as a group.



11:15am-Noon

### Print, Paper and Circulation Roundtable

LSC Communications and Mittera will share the current and future trends in printing and paper with added roundtable conversation about circulation, fulfillment, newsstand and more.



1:30pm-2:45pm

### Content Strategies for the Post-Pandemic Publisher

City magazines defined themselves, among other things, by longform narratives and comprehensive service packages. We told stories you couldn't find anywhere else. Now, competition is creeping/rushing into the spaces we used to own, with their versions of Best of or Power lists. What is the future of content for city magazines? Double-down on what we already do or head in a new direction?



2:45-3:15pm

### Break

3:15-4:30pm

### Bouncing Back: Events, Custom Publishing, Custom Events!

Virtual events have been very profitable for some publishers- who will continue with virtual vs. hybrid or live events? In this roundtable session, publishers will weigh the cost of live events vs. the attendance vs. the ticket and sponsorship income.



5-6pm

### Whiskey Tango Foxtrot: WTF to do when Launching your Brand in a Pandemic

Hear from STILL Austin CEO Chris Seals on how they partnered with their local city & regional media to promote their "grain-to-glass" whiskey distillery in downtown Austin. Talk includes a tour and (optional) whiskey tasting.

6pm-8pm

### Meet up at Shoal Creek Saloon

# THANK YOU

## MEETING SPONSORS

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& Group Dinner  
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