

CITY & REGIONAL MAGAZINE ASSOCIATION

FALL ROUNDTABLE



OCTOBER 12-14

BOSTON, MA



WELCOME

Host Member: Boston Magazine

Event Chair: Susan Farkas, *Washingtonian Magazine*



THURS, OCTOBER 12

6-7:30PM

Opening Reception at the *Kimpton Marlowe* hotel



FRI, OCTOBER 13

8:30-10:30AM

Board of Directors Meeting

12-12:45PM

Welcome Back Lunch

12:45-1:30PM

How to Engage and Understand the 55+ Audience

Young at heart and flush with cash, they're the tech-loving, gym-using, trend setting, fun-seeking, fashion-shopping, car-buying, food-experimenting, ad-consuming marketer's dream, who are often ignored by businesses. These are Active Aging consumers who spend close to \$3 trillion on products and services every year, and they are craving attention and want to be addressed in ways that are authentic and meaningful. Hear why the 55+ audience is different and the "Dirty Dozen Myths" associated with aging. By crushing these myths and breaking the stigma and stereotypes attached to older consumers, there is a significant opportunity to change how society and businesses see and engage older, active adults. **SPEAKER:** *Jeff Weiss, The Age of Majority*

1:30-1:45PM

Break

1:45-3:15PM

Digital Workshop with Shannon Kinney of Dream Local

- *Top 3 Trends that will Make or Break Your Digital Growth and How to Increase Digital Profit Margins*

Hear about industry trends that matter, what to focus on and what to leave behind, including creating solutions that drive first party data collection, understanding which metrics matter, how to leverage your team's talents, when to outsource and how to increase digital profit margins.

- *Serving Your Customers: 5 Ways to Increase Client Satisfaction*

In this session, hear what SMBs want, what they need and how you are uniquely qualified to serve them. Learn to maximize your assets and increase client satisfaction by driving high ROI's.

- *Increasing your Digital Marketing Services Closing Ratios*

How can you differentiate your digital marketing services from the competition and standing above the crowd? Learn how to arm your sales team, effective strategies for combining print and digital solutions and how to generate inbound leads.

3:15-3:45PM *Refreshment Break*

3:45-4:45PM **Roundtable Discussion on AI**

CRMA leaders will discuss how they are currently using AI, the opportunities, threats and best practices. **MODERATOR:** *Kenny Katzgrau of Broadstreet Ads*

5:30-7:30PM **Group Dinner** at Eastern Standard (775 Beacon St., Boston, MA)



SAT, OCTOBER 14

8-9:00AM *Breakfast*

9-10:00AM **Supercharge Your Popular Content with a Unique SEO Approach**

How can you do more of what your audience is really clamoring for and make that content go further than ever before? Media consultant David Arkin, who works with CRMA members, broadcast companies and digital pure plays, will lay out a game plan that helps your editorial team press the gas on your hottest verticals through a unique SEO strategy that builds layers into your most popular content. This session will show you how to efficiently build a structured SEO content plan with specific examples on how media companies established their key verticals and then built out sub topics that linked everything together that equaled to huge SEO growth.

SPEAKER: *David Arkin, David Arkin Consulting*

10-10:15AM *Break*

10:15-11:00AM **Publisher as Thought Leader: How to Amplify Your Voice**

City and regional magazine publishers play an important and influential role in their communities. In short, they are thought leaders. But are they capitalizing on their positions to have even greater impact? Learn about the significance of publishers tackling this role, address the challenges and provide practical how-to tips on becoming an even more influential member in their community when other legacy local media are losing significance. Publishers will walk away with plans on how to build a bigger online audience and explore other platforms to expand their reach.

SPEAKERS: *Ray and Sherry Paprocki, R.S. Rock Media*

11-11:15AM *Break*

11:15-11:45AM **Roundtable Discussion on Sponsored Content and Digital Marketing Services**

CRMA leaders will discuss how they are currently pricing, creating and marketing sponsored content and digital marketing services.

MODERATOR: *Lute Harmon, Jr. of Great Lakes Publishing*

11:45AM-1:30PM **Group Lunch and Tech Presentations**

1:30-2:30PM

Roundtable Discussion: How to Catch a Whale

CRMA leaders will discuss the big "whale" projects they are looking at launching and what the next 2-5 years look like strategically.

MODERATOR: *Shelly Crowley of Mpls.St.Paul*

2:30-2:45PM

Break

2:45-3:45PM

Best Ideas

Hear the best ideas from meeting attendees on what is driving revenue and engagement.

5-7:30PM

Boston Harbor Cruise (*Classic Harbor Line Cruise, 90 Rowes Wharf, Boston*)



S P E A K E R S



DAVID ARKIN is the owner of David Arkin Consulting, which provides fractional digital audience and revenue leadership, branded and organic content strategies and creation and tech stack guidance for media companies.

In his 25-year career, David Arkin has built a wealth of experience serving as a reporter, editor, director, consultant and executive for newspapers, magazines, television stations, media associations and news start-ups. He has developed high-quality content and built transformative digital strategies that led to significant audience growth, new revenue streams, and improved processes and technology for family-owned companies, brands and large media organizations. A nationally recognized audience leader, David has led content for some of the country's largest news organizations and even built his own media business from scratch. He has been named the Digital News Innovator of the Year by the Local Media Association, led numerous newsrooms to national journalism awards and has served on national industry boards like the Associated Press Media Editors and the Local Media Association Foundation Board.



SHANNON KINNEY is a seasoned startup founder and executive with over 25 years of experience in digital marketing. She has been at the forefront of digital transformation for media companies since 1995, and has consulted with and presented to media companies large and small worldwide. She is considered a thought leader in the online space, and is a highly sought after keynote speaker, advisor and consultant. With deep experience in sales, marketing, online product development and leadership, this is her third nationally-scaled digital marketing solution company. She founded Dream Local Digital in 2009 "to bring the power of online marketing to small and medium sized businesses," and also to master the craft of how to make SMBs successful on social media.



JEFF WEISS is the President and CEO (Chief Evangelist Officer) of Age of Majority, a research-driven marketing consultancy that identifies incremental revenue opportunities by uncovering unmet needs that help brands and organizations become more age desirable. He is the last of the Baby Boomers with over 30 years of marketing experience on both the client and agency sides of the business.

Over the years, Jeff has witnessed the dramatic changes of the aging population. In his experience of working for and with major brands including Pepsi, Gillette, Dannon, KitchenAid and Unilever, he understands why corporations are missing the boat on the over-55 crowd and he knows what's necessary to take advantage of this largest and fastest growing segment in business.

S P E A K E R S



SHERRY BECK PAPROCKI

has been honored among the Folio: 100 Thought Leaders and named one of Folio's Outstanding Women in Media. She is a past president of the American Society of Journalists and Authors.

Sherry is the founder and president of R.S. Rock Media, Inc., which works with skilled teams of writers and other creatives to develop memorable brand products and experiences.

The author of the book "Content Marketing: 50 Ways to Tell Your Story," Sherry's clients have included Antioch College, Denison University, Gulfshore Life magazine, Columbus Monthly and dozens of others. She has served as an interim publisher several times, including a gig at San Antonio magazine. Additionally, she has led teams to win several national awards, including CRMA's top honor for niche magazines in 2018 for the debut of Columbus Monthly Health.

After she and Ray co-authored The Complete Idiot's Guide to Branding Yourself (Penguin, 2009), Sherry launched one of the first college courses in the country offered on the topic of social media at Otterbein University.



RAY PAPROCKI

, the chief operating officer of R.S. Rock Media, is a passionate and effective communications leader, with a deep knowledge of the media, audience engagement and strategic branded content. Paprocki understands the power of compelling storytelling to inform communities and produce revenue.

At R.S. Rock Media, he works with clients on building their thought leadership platforms, publishing custom publications, developing social media campaigns and creating sales and content strategies, among other things.

A former president of the City and Regional Magazine Association, Paprocki served as publisher of magazine divisions in Columbus (Dispatch Magazines) and Southwest Florida (Gulfshore Life). His teams received multiple national honors, including a 2022 nomination in the prestigious National Magazine Awards, as well as several City and Regional Magazine Association awards. Earlier in his career, as a writer, he won more than more than 45 journalism awards and, as an editor, he led teams that received hundreds of honors.

He is also the co-author with Sherry Beck Paprocki of The Complete Idiot's Guide to Branding Yourself.

THINGS TO DO



Charles River Reservation

This 20-mile reservation stretches along the Charles River and offers plenty of activities from picnics and playgrounds to sports fields, canoeing, running and bike paths.

Minutemen Bike Path

This 10-mile paved multi-use rail trail passes through where the American Revolution began in April 1775. It runs from Alewife station Cambridge to Bedford.

Freedom Trail

2.5-mile-long path that passes 16 locations significant to the history of the US. Marked with brick, it winds between Boston Common to Bunker Hill.

Paul Revere House

The Paul Revere House, built c.1680, was the colonial home of American patriot Paul Revere during the time of the American Revolution. Tours are self-guided.

Boston Tea Party Ships

Floating history museum with live reenactments, multimedia exhibits & a tearoom.

Boston Public Gardens

A large park adjacent to Boston Common. The Victorian-era garden attracts those to see the famous Make Way for Ducklings and ride the Swan Boats.



PLACES TO EAT



The Lexington

A popular Italian cafe, bar and restaurant with a roof deck. *100 N First St Fl 2.* (617) 945-1349 / thelexingtoncx.com/the-lexington-restaurant/

Puritan & Company

Modern American cuisine in Inman Square, with particular emphasis on traditional New England fare and not without occasional excursions into other ethnic ingredients and styles. *1166 Cambridge St.* (617) 615-6195 / puritancambridge.com

Helmand

Named after Afghanistan's longest and most important river, this Afghan eats draw locals to a warm, classy space centered around a hearth where bread is baked. *143 First St.* (617) 492-4646 / helmandrestaurant.com

Night Shift Brewery (LoveJoy Wharf)

Just steps from the TD Garden, the Boston innovation house includes an experimental brewery and scratch kitchen. *1 Lovejoy Wharf #101.* (617) 456-7687 / nightshiftbrewing.com

The Druid

Housed in the oldest wooden mercantile building in the city of Cambridge, The Druid is an Irish pub located in Inman Square featuring live music throughout the week and American Pub classics. *1357 Cambridge St.* (617) 497-0965 / druidpub.com

Oleana

Featuring Turkish and Middle Eastern cuisine, Oleana prides themselves on the use of fresh ingredients and aromatic spices. *134 Hampshire St.* (617) 661-0505 / oleanarestaurant.com

Catalyst Restaurant

Locally focused fare with classic roots served in an airy dining room & on the patio. *300 Technology Sq.* (617) 576-3000 / catalystrestaurant.com

Aceituna Grill

A fast and casual local Mediterranean chain. *605 W Kendall St.* (617) 252-0707 / aceitunagrill.com

Cambridge Brewing Company

Serving delicious upscale comfort foods—like fish 'n' chips (beer battered, of course) and pickle-brined fried hot chicken sandwiches—that always pair wonderfully with whatever's on tap. *1 Kendall Square, Building 100.* (617) 494-1994 / cambridgebrewingcompany.com

Commonwealth Cambridge

Featuring unexpectedly global cuisine with farmhouse glamour. During the daytime, stop by Commonwealth's market for an array of sandwiches. *11 Broad Canal Way, Kendall Sq.* (617) 945-7030 / commonwealthcambridge.com

The Smoke Shop BBQ

Serving award-winning BBQ from pork roast, Texas-style brisket, and the fan favorite soy- and fish-sauce-marinated burnt ends sandwich. Also boasting New England's largest selection of American whiskey. *1 Kendall Square.* (617) 577-7427 / thesmokeshopbbq.com

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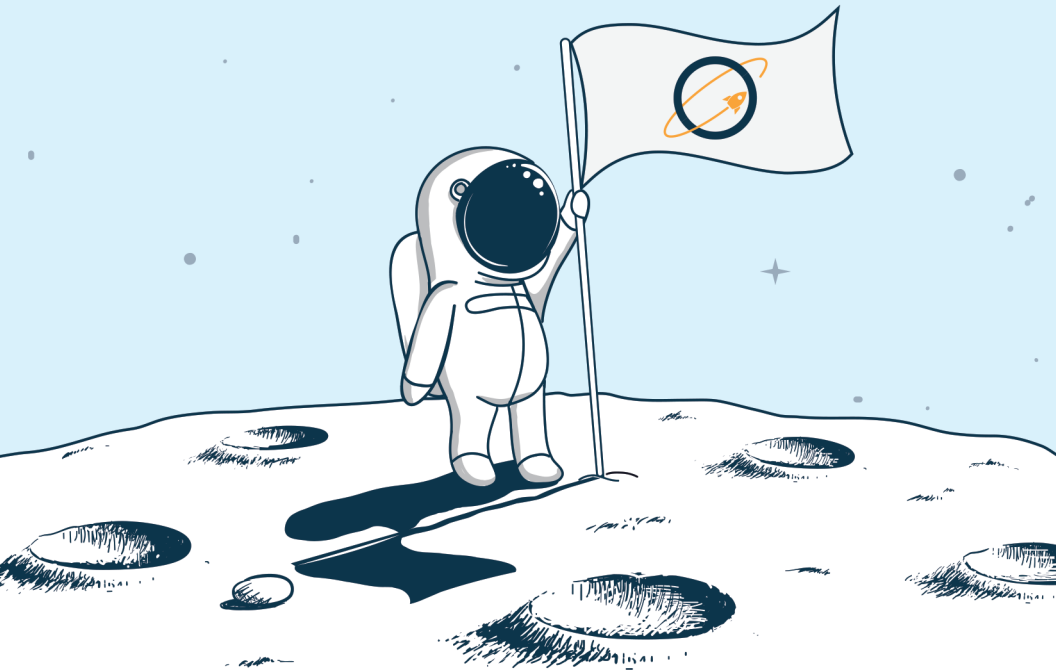
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