

CITY & REGIONAL  
MAGAZINE  
ASSOCIATION  
Annual Conference



Renaissance Hotel  
The Depot | Minneapolis  
May 18 - 20, 2019



## Springtime in Minneapolis!

We're happy you're joining us along the banks of the Mississippi for the 2019 CRMA Conference. This year's annual meeting is at The Renaissance Minneapolis, a renovated historic railroad depot. Our prime location is just blocks away from award-winning restaurants, food trucks, independent coffee shops, buzzy cocktail bars, a booming retail district, cultural gems, and great walking paths along the river. As always, it's a great opportunity to connect with industry colleagues, to be inspired, and to bring home best-in-class and innovative ideas to your media organizations. We hope you enjoy our city!

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### **2019 CRMA ANNUAL CONFERENCE**

Minneapolis, Minnesota

**HOST:** *Mpls.St.Paul Magazine*

#### **CONFERENCE CHAIRS**

Shelly Crowley, Publisher, *Mpls.St.Paul Magazine*

John Palumbo, Publisher, *Rhode Island Monthly*

## Saturday, May 18

2:00 - 4:00 PM	<b>WORKSHOPS</b> <i>Choose from</i> <ul style="list-style-type: none"><li>• Business Magazines with <b>Todd Matherne</b></li><li>• Sales Training with <b>Ryan Dohrn</b></li><li>• Management 101 with <b>Don Harkey</b></li></ul>
4:00 - 5:00 PM	• Financial Standards Survey with <b>Bill Wehrman</b> <i>(for participants only)</i>
5:30 - 7:30 PM	<i>Opening Cocktail Reception</i> Renaissance Minneapolis Hotel, The Depot

## Sunday, May 19

8:00 - 9:00 AM	<i>Group Breakfast</i>
9:00 - 9:45 AM	<b>KEYNOTE</b> <b>How to Make Money Off Editorial</b> <i>presented by Taylor Cabot with David Granger</i>
9:45 - 10:00 AM	<i>Refreshment Break</i>
10:00 - 10:45 AM	<b>KEYNOTE</b> <b>Connecting with the 50+: The Inside Story of the Most-Read Magazine in America</b> <i>presented by Robert Love, AARP</i>
10:45 - 11:15 AM	<i>Refreshment Break</i>
11:15 AM - 12:30 PM	<b>SESSION 1</b>
12:30 - 2:00 PM	<i>Group Lunch</i>
2:00 - 3:15 PM	<b>SESSION 2</b>
3:15 - 3:45 PM	<i>Refreshment Break</i>
3:45 - 5:00 PM	<b>SESSION 3</b>
6:00 - 8:00 PM	<i>Cocktail Party</i> Mill City Museum, hosted by <i>Mpls.St.Paul Magazine</i>

# Monday, May 20

8:00 - 9:00 AM	Group Breakfast
9:00 - 10:00 AM	<b>KEYNOTE</b> Make Way for Gen Z! <i>presented by David Stillman</i>
10:00 - 10:30 AM	Refreshment Break
10:30 - 11:45 AM	<b>SESSION 4</b>
11:45 AM - 1:30 PM	Lunch on Your Own
1:30 - 2:45 PM	<b>SESSION 5</b>
2:45 - 3:00 PM	Refreshment Break
3:00 - 4:15 PM	<b>SESSION 6</b>
5:30 - 6:30 PM	Awards Cocktail Reception
6:30 - 9:00 PM	Awards Banquet

# Keynote Presentations

## >> How to Make Money Off Editorial

Everyone is considering paywalls. There are better ways to open up new revenue streams.

**Tyler Cabot** spent a year studying novel ways for media enterprises to monetize editorial content as a Nieman journalism fellow at Harvard. Cabot eventually created Esquire Labs, from which he invented new ways for the title to make money off editorial content including Esquire Classic, a complete—and paywalled—living database of everything ever published in the magazine.

Cabot spent the past two years at Audible, Amazon's audiobook company, where as deputy editor he helped launch its new Originals division. He recently launched Now/Here, a content monetization studio that helps media companies build sustainable products and business models.

Cabot will be joined by **David Granger**, former EIC of *Esquire*, for a stimulating conversation about the challenges of just throwing up a paywall, the dangers of Apple News+, and what the hell the alternatives are. Cabot will provide the insight. Skepticism and judicious questioning offered by Granger.



**Tyler Cabot** has spent the past 15 years at the forefront of storytelling and media innovation across print, digital, and audio. Cabot began his career as a features and fiction editor at *Esquire* magazine before leaving to study journalism monetization at Harvard. Upon returning to the magazine he created Esquire Labs. Cabot also launched the magazine's paywall and podcast and partnered with companies such as Public Radio Exchange, Medium, Atavist, and Piano to develop editorial products and monetization tools. Cabot is a founding member of Narrative 4, Colum McCann's global storytelling nonprofit. He's a frequent speaker on monetization and the future of longform journalism.



**David Granger** is a literary agent with Aevitas Creative Management in New York. His clients include *New York Times* bestseller authors, including former FBI Deputy Director Andrew McCabe, Julie Yip-Williams, and Senator Jeff Flake. Previously, Granger was the editor in chief of *Esquire*, during which time the magazine was honored with 17 National Magazine Awards. He was the magazine industry's Editor of the Year in 2004, 2010, and 2013.

## >> Connecting with the 50+: The Inside Story of the Most-Read Magazine in America Today

How did *AARP The Magazine*, the best-read magazine in America, manage to add 5 million new readers in the last five years? How will it meet its digital future? Does AARP's recipe for media success depend on membership and mission, platform expansion, advocacy, versioning, or research? Or perhaps all of the above? Attend **Robert Love's** keynote and find out the answers to these questions and more.

## >> Make Way for Gen Z! Believe it or not...there's life after the Millennial.

A new generation is impacting our workplace and marketplace; yet not enough leaders are paying attention! Are you ready for Gen Z? (The leading edge of Gen Z is well into their 20s.) Don't be surprised when you find out they are nothing like the Millennials—and the time to get to know them is today. And if you treat Gen Z like the Millennials, it will backfire. **David Stillman** will share the key events and conditions that shape Gen Z; key traits and how they play out in the workplace and/or marketplace; and what it will take to recruit/engage, retain, and motivate Gen Z. Expect a lively discussion, come with questions you have about Z, Millennials, and more.



**Bob Love** is editor in chief of *AARP The Magazine* and its sister publication, *AARP Bulletin*, the world's largest-circulation magazines. According to market research firm GfK MRI, *AARP The Magazine's* audience grew by more than 4 million readers during his tenure, and in June 2018, widened its reach to 38.6 million readers, making it America's most-read print magazine. Love was named Folio's Editor of the Year in 2017, and is an ASME award-winning editor and publishing executive who has worked at Wenner Media, Conde Nast, Rodale Inc., Reader's Digest Association, and *New York* magazine.



For over 20 years, **David Stillman** has been called on by business executives and politicians to share his expertise on how best to bridge generational gaps. Stillman has been commenting on the generation in the media for CNN, CNBC, and the *TODAY Show* as well as *Fast Company*, *The New York Times*, and *The Wall Street Journal*. Stillman has also co-authored three best-selling books—*When Generations Collide*, *The M-Factor: How the Millennial Generation Is Rocking the Workplace*, and *Gen Z @ Work*, named one of the five books to read in 2017 by the *New York Post*.

# Saturday Workshops

## 2-4 PM **Workshop 1** >> Business Magazines with **Todd Matherne**

The CRMA business magazine publishers and aspiring business magazine publishers group will meet and discuss trending topics in the Biz Mags, B2B community including successful advertising sections, editorial calendars, events, sponsorships and much more. Moderated by Todd Matherne of *New Orleans Magazine* and *Biz New Orleans*.

## 2-4 PM **Workshop 2** >> Sales Training with **Ryan Dohrn**

### **PART 1: FBI Secrets to Profile Advertisers and Become a “Killer” Media Sales Rep!**

The FBI's unique system to detect and classify the major personality and behavioral characteristics of an individual has been well-documented. This amazing system allows an agent to dig deep and discover the way a criminal thinks and acts. 25-year media sales veteran Ryan Dohrn researched this topic in detail and will help you learn to use these FBI profiling techniques in your sales life. See how to identify the six personalities of advertisers and how to best work with each unique individual to build relationships faster and ultimately sell them more! This is a tongue in cheek, fun, and highly relevant workshop that has become one of Ryan's most requested topics to share. The Federal Bureau Of Investigation is in no way affiliated with this sales training.

### **PART 2: Reviving the Relationship Sale with Research to Connect and Convert Advertisers Fast!**

We all know that our advertisers are getting called on by a multitude of salespeople every day. Without a relationship, it is hard to get an email reply, much less a meeting. So, what will we do to stand out from the crowd? Without relevance, we are DEAD in sales. This workshop is 100% focused on how to use LinkedIn, artificial intelligence, Crystal, Twitter, Google, and other online resources to learn ethical, non-creepy details about your client and their company to connect with them and convert them to a client faster. After training over 10,000 salespeople, this is quickly becoming one of ad sales veteran Ryan Dohrn's most requested workshops!

## 2-4 PM **Workshop 3** >> Management 101 with **Don Harkey**

If you have people challenges, you probably also have management challenges. Most people who supervise a team were promoted to that position because they were good at their last job, which had nothing to do with leading, motivating, and managing people. People Centric Consulting Group will deliver a two-hour workshop highlighting some of the most basic things that a manager should know. Participants will learn how to assess employees, how to communicate with them, and how to hold them accountable. This training is highly interactive and practical. Publishers should consider sending anyone who manages people and wants to learn to become better.

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## 4-5 PM **Workshop 4** >> Financial Standards Survey with **Bill Wehrman**

For participants only, this highly confidential, interactive workshop is for members to see the medians and averages from this year's survey and meet with their peers to see how they can use the results to run more efficient and profitable companies.

# Audience Development

## SUNDAY, MAY 19

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### SESSION 1 >> 11:15 AM - 12:30 PM

#### BUILDING AN AUDIENCE & STORYTELLING ACROSS PLATFORMS

Industry veterans reveal how you can leverage web, radio, podcasts, and TV to amplify your print product (and brand) to its fullest potential. In addition, you'll learn how to tailor your voice for different audiences and how to stand apart from influencers—even when playing in their arenas. Joint session with Editorial.

##### SPEAKERS:

**Allison Kaplan**, Editor in Chief, *Twin Cities Business*

**Stephanie March**, Food & Dining Editor, *Mpls.St.Paul Magazine*

### SESSION 2 >> 2:00 - 3:15 PM

#### KILLER CONTENT STRATEGIES—HOW TO STOP CHASING YOUR SCALE

With Apple trying to take control of the publishing industry and with Google and Facebook taking the lion's share of global digital ad spend, media brands are increasingly turning to sponsorship and membership models to secure their future success. In this session, Jonny will share stories of three publishers who, rather than chasing scale, are focusing on building high value relationships with their partners and readers. Learn how Tortoise Media conceived, designed and launched an exciting new membership business from scratch in just a handful of months, how *The Independent* introduced a brand new paid membership proposition to sit alongside their huge, free ad-driven website and how Hearst Magazines are building a new breed of branded products in partnership with social media stars and sold through high value membership models.

##### SPEAKER:

**Jonny Kaldor**, Pugpig

### SESSION 3 >> 3:45 - 5:00 PM

#### BACK TO BASICS / THE NEW BASICS

Over the years circulation has been redefined. While it's still essential that we focus on subscription acquisition and retention, it's also our job to grow and engage audiences. We'll revisit the "OG" basics of circulation, (direct mail, email offers, single copy sales promotions), and look at "the new basics" of audience development (running a great social media campaign, SEO, data hygiene).

##### PANELISTS:

**Lori Birney**, Director of Audience Development, MetroCorp Media

**Alan Centofante**, CEO & Chief Strategist, The Centofante Group

**Melissa Chowning**, Founder and CEO, Twenty-First Digital Media

## MONDAY, MAY 20 | AUDIENCE DEVELOPMENT, CONTINUED

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### SESSION 4 >> 10:30 - 11:45 AM

#### HOW TO USE DATA TO FUEL YOUR CONTENT DEVELOPMENT

The term “relevant content” has been tossed around for years, and it’s carried an aura of elusiveness. The truth is, the key to developing relevant content that breaks through the clutter and ranks higher comes down to a systematic approach that begins well before creative conceiving. Learn the three main steps every marketer should complete before the creative development process even starts to ensure you produce digital content that truly stands out.

##### SPEAKER:

**Katie Pennell**, Senior Performance Content & SEO Manager, Nina Hale

### SESSION 5 >> 1:30 - 2:45 PM

#### MEMBERSHIP MODELS, LOYALTY, AND THE FUTURE OF SUBSCRIPTIONS

We consider magazines to be the original subscription services, but there are many very successful players in the space now. As our subscription models continue to evolve, we’ll hear from magazines that have recently launched membership programs. We’ll learn about membership acquisition and renewal, how to personalize members’ experiences, how to engage with members, and try to answer “what is the future of subscription?”

##### PANELISTS:

**Lori Birney**, Director of Audience Development, MetroCorp Media

**Erin Chambers Smith**, Chief Content Officer, *San Diego Magazine*

**Mark Lacek**, Chairman and Co-Founder at Accessible360 and membership and loyalty expert

### SESSION 6 >> 3:00 - 4:15 PM

#### BEST IN SHOW

Creative audience development programs, successful campaigns, and best practices.

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#### >> AUDIENCE DEVELOPMENT CO-CHAIRS

**Melissa Chowning**, Founder and CEO, Twenty-First Digital Media

**Dayle Duggins**, Audience Development Director, *417 Magazine*

**Lauren Reinhard**, Marketing and Audience Development Manager, *Columbus Monthly*

# Design

## SUNDAY, MAY 19

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### SESSION 1 >> 11:15 AM - 12:30 PM

#### FROM REGIONALS TO HOLLYWOOD

Robert Festino, creative director of *Variety Magazine*, formerly of *Palm Springs Life*, shares his perspective of editorial design through the lens of designing for a city/regional and an international title.

#### SPEAKER:

**Robert Festino**, Creative Director, *Variety Magazine*

### SESSION 2 >> 2:00 - 3:15 PM

#### WHAT'S NEXT

Design director Matt Love walks us through a discussion on the upcoming trends in photography, typography, and illustration.

#### SPEAKER:

**Matt Love**, Design Director, *Atlanta Magazine*

### SESSION 3 >> 3:45 - 5:00 PM

#### THE VIEW FROM HERE

Neil Jamison will discuss his recently launched design studio and the power of illustration for storytelling, as well as talk about his career as a creative director at *Money* magazine and his role as digital creative director at ESPN and *People*.

#### SPEAKER:

**Neil Jamieson**, Creative Director, *The Sporting Press*

## MONDAY, MAY 20 | DESIGN, CONTINUED

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### SESSION 4 >> 10:30 - 11:45 AM

#### THE ROAD TO EXCELLENCE IS PAVED WITH INSANITY

*(Or Editorial Excellence Through the Application of A Little Insanity)*

Insanity in magazines takes many positive forms. This session is for editors and designers and is aimed at persuading them that the best way to make a magazine better is by making each other their best friends, making their bosses a little less comfortable, and their staffs a little more eager to try things that have never been done before. Hosted by David Granger, who was once an editor, and David Curcurito, who is (more than ever) a designer. The two Davids will offer emotional support and, in the most reasonable manner imaginable, encourage you to do things that could cost you your job. Among the possible topics: Do crazy shit for free! Get others to do crazy shit for you! For free! And: Impossible is just the first step toward greatness! Joint session with Editorial.

#### SPEAKERS:

**David Curcurito**, Creative Director/Partner, Works Well With Others

**David Granger**, served as Editor in Chief of *Esquire Magazine* from 1997-2016

### SESSION 5 >> 1:30 - 2:45 PM

#### EXTENDING THE BRAND

Design Director Emily Kimbro will be discuss the redesign of *Texas Monthly* and how it's impacted the magazine, the website, live events, podcasts, and anything else that might be coming up for her creative department.

#### SPEAKER:

**Emily Kimbro**, Design Director, *Texas Monthly*

### SESSION 6 >> 3:00 - 4:15 PM

#### SHOW & TELL

Panelists discuss favorite covers, infographics, and feature designs from CRMA member titles.

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#### >> DESIGN CHAIR

**Jason Lancaster**, Creative Director, *Washingtonian*

# Digital

SUNDAY, MAY 19

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SESSION 1 >> 11:15 AM - 12:30 PM

## MAXIMIZING MOBILE AD REVENUE

Marketing is an ongoing contest for people's attention. And mobile and digital advertising are all about customer engagement and acquisition with a relevant message that provides the response your advertiser is seeking. When it comes to effective targeting, mobile advertising enjoys the superpower of context. Mobile's uncanny ability to send the best message to the right person in the optimal location at the time when that person is most likely to buy is unsurpassed. Copies of *Relevance Raises Response: How to Engage and Acquire with Mobile Marketing* will be given to the first 50 attendees.

SPEAKER:

**Bob Bentz**, Author

SESSION 2 >> 2:00 - 3:15 PM

## MAXIMIZING REVENUE FROM OUR WEBSITES

Shouldn't we be looking beyond display ads and sponsorship to find new revenue from our own websites? We explore the potential of developing e-commerce stores, building a profitable directory business, and monetizing data.

PANELISTS:

**Bob Fernald**, *DownEast*; **John-Lawrence Smith**, *Virginia Living*;  
**Susan Farkas**, *Washingtonian Magazine*; **Jonny Levy**, DataJoe

SESSION 3 >> 3:45 - 5:00 PM

## STAYING AHEAD OF THE CHANGING SOCIAL MEDIA LANDSCAPE

Social media is one of the best methods for developing a trusted audience and engaging with loyal followers. But the nuances of how content is presented on each platform are entirely out of our control. So, what do you need to know to make sure you're ahead of the latest social media algorithm shifts? How do you prepare yourself and your team to successfully deliver the content your audience wants, while understanding the focus of each platform to maximize performance?

SPEAKER:

**Emily Den Boer**, MSP-C

## MONDAY, MAY 20 | DIGITAL, CONTINUED

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### SESSION 4 >> 10:30 - 11:45 AM

#### PROGRAMMATIC ADVERTISING PANEL

This session is primarily for organizations that are new to programmatic advertising or looking at starting a programmatic program. Best practices as well as pitfalls to avoid when establishing a programmatic advertising program will be discussed.

##### PANELISTS:

**Paul Brannock**, *Coastal Virginia Magazine*

**Mike Reath**, *Delaware Today Magazine*

**Natalie Blais**, *Milwaukee Magazine*

**Todd Lemke**, *Omaha Magazine*

**Laurie Stovall**, *D Magazine*

### SESSION 5 >> 1:30 - 2:45 PM

#### OUT OF THE BOX DIGITAL

Two presenters bring new ideas that reach into the digital future to build connections and grow revenue. My City SmartCard is a loyalty/discount program that connects readers and potential readers with restaurants and retail through a smartphone app. And Dean Horowitz, of IdeaSoil, discusses the pros, cons, and commitments behind any paywall plans.

##### SPEAKERS:

**Joe Miele**, Diamond Studios/SmartCard

**Dean Horowitz**, IdeaSoil

### SESSION 6 >> 3:00 - 4:15 PM

#### A LEGAL UPDATE FOR WEB AND PRINT EDITORS

In a fast-paced digital industry, quick content is king. But top-notch content requires intellectual property, whether visual or editorial. How do you secure this content from contributors and businesses without sacrificing legal standards? How do you avoid a lawsuit?

##### SPEAKER:

**Mark Anfinson**, Attorney

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#### >> DIGITAL CO-CHAIRS

**Joe O'Donnell**, Publisher, *B-Metro*

**Jonathan Ortiz**, Digital Managing Editor, *Westchester Magazine*  
and *Hudson Valley Magazine*

**William Warford**, Director of Web Development + Digital Sales,  
*Coastal Virginia Magazine*

# Editorial

SUNDAY, MAY 19

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SESSION 1 >> 11:15 AM - 12:30 PM

## BUILDING AN AUDIENCE & STORYTELLING ACROSS PLATFORMS

Industry veterans reveal how you can leverage web, radio, podcasts, and TV to amplify your print product (and brand) to its fullest potential. In addition, you'll learn how to tailor your voice for different audiences and how to stand apart from influencers—even when playing in their arenas. Joint session with Audience Development.

### SPEAKERS:

**Allison Kaplan**, Editor in Chief, *Twin Cities Business*

**Stephanie March**, Food & Dining Editor, *Mpls.St. Paul Magazine*

SESSION 2 >> 2:00 - 3:15 PM

## HOW TO BUILD DIVERSITY INTO YOUR COVERAGE AND YOUR WORKPLACE CULTURE

Are city magazines reflecting our cities? Are we helping connect our audiences with the city around them? And what role do we play in the narratives that help build community? Join former Managing Editor for *Ebony*, Kathy Chaney, and Ernest Owens, who made history last year as *Philadelphia* magazine's second-ever black Writer at Large and first LGBTQ writer of color in the magazine's 110-year history.

### SPEAKERS:

**Kathy Chaney**, Deputy Managing Editor, *Chicago Sun-Times*

**Ernest Owens**, Writer at Large, *Philadelphia* magazine

SESSION 3 >> 3:45 - 5:00 PM

## HOW TO MAXIMIZE THE ENERGY (AND TALENTS) OF YOUR LEAN, MEAN EDITORIAL TEAM

Hear tips and tricks for editorial team members who know how best to stick to editorial deadlines, how to leverage intern help, and how to keep all editorial members working quickly and efficiently, without leading them to burn out.

### PANEL DISCUSSION LEAD BY:

**Andrea Behling**, Managing Editor, *Madison Magazine*

### PANELISTS:

**Lyndsay Green**, Interim Editor of *Hour Detroit*; **Errol Laborde**, Executive Vice President and Editor-in-Chief, Renaissance Publishing

## MONDAY, MAY 20 | EDITORIAL, CONTINUED

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### SESSION 4 >> 10:30 - 11:45 AM

#### THE ROAD TO EXCELLENCE IS PAVED WITH INSANITY

*(Or Editorial Excellence Through the Application of A Little Insanity)*

Insanity in magazines takes many positive forms. This session is for editors and designers and is aimed at persuading them that the best way to make a magazine better is by making each other their best friends, making their bosses a little less comfortable, and their staffs a little more eager to try things that have never been done before. Hosted by David Granger, who was once an editor, and David Curcurito, who is (more than ever) a designer. The two Davids will offer emotional support and, in the most reasonable manner imaginable, encourage you to do things that could cost you your job. Among the possible topics: Do crazy shit for free! Get others to do crazy shit for you! For free! And: Impossible is just the first step toward greatness! Joint session with Design.

#### SPEAKERS:

**David Curcurito**, Creative Director/Partner, Works Well With Others

**David Granger**, served as Editor in Chief of *Esquire Magazine* from 1997-2016

### SESSION 5 >> 1:30 - 2:45 PM

#### THE ROLE OF THE EDITOR IN HELPING GROW THE BRAND—AND THE BUSINESS

Where is the line drawn with involving editors with developing a content studio, selling branded content, monetizing social channels, or working with local influencers? Here's a look at how others are maintaining a separation of church and state while also working in partnership to grow your audience and revenue.

#### DISCUSSION LEAD BY:

**Jayne Haugen Olson**, Editor in Chief of *Mpls.St.Paul Magazine* and  
SVP, Owned Media for MSP Communications

### SESSION 6 >> 3:00 - 4:15 PM

#### BEST IDEAS: HOW ARE EDITORS USING CONTENT TO ENGAGE OUR NEXT GENERATION OF READERS?

How are city magazines targeting the young and growing Millennial and Generation Z audiences? This session will highlight the top stories and projects by our colleagues. Attendees will received a *Best Ideas* takeaway.

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#### >> EDITORIAL CO-CHAIRS

**Andrea Behling**, Managing Editor, *Madison Magazine*

**Lance Hamlin**, Editor, *Local Life*

**Brian Hyslop**, Editor, *Pittsburgh Magazine*

**Jayne Haugen Olson**, Editor in Chief, *Mpls.St.Paul Magazine*

# Marketing & Events

**SUNDAY, MAY 19**

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**SESSION 1 >> 11:15 AM - 12:30 PM**

## **OVERCOMING THE “NO”—HOW TO SELL EVENT SPONSORSHIPS IN OVERSATURATED MARKETS**

From national events to local health fairs, there are shared issues with selling event sponsorships at every level. Hear fresh ideas on helping advertisers understand the importance and ROI of local events. Takeaways include: tools for overcoming common objections; new event opportunities; help advertisers identify creative sponsor ideas; creating winning proposals; plus how to drive excitement to meet about events. This is a workshop you will not want to miss. Joint session with Sales.

**SPEAKER:**

**Ryan Dohrn**, Founder, Brain Swell Media

**SESSION 2 >> 2:00 - 3:15 PM**

## **SPONSORSHIP IN THE DIGITAL AGE—ADAPTING TO CHANGE**

In 2019 and beyond, sponsorships happen both on-location and online. Leveraging digital influence through video and social media can be key factors in landing the sponsorships of your dreams. In this workshop you'll learn how to add value for your sponsors through digital marketing, event technology, and social media.

**SPEAKER:**

**Larry Weil**, President, The Sponsorship Guy

**SESSION 3 >> 3:45 - 5:00 PM**

## **BEST IDEAS: SPECIAL EVENTS THAT ARE ENGAGING, BREAKTHROUGH, AND PROFITABLE**

Several CRMA Marketing Directors will share their most successful event activations and how you might try them in your markets. Speakers will highlight how they garnered sponsorship revenue, drove ticket sales, and delivered an engaging and memorable experience for readers/followers.

**SPEAKERS:**

**Gillea Allison**, Marketing Director, *D Magazine*

**Jennifer D'Ambrosio**, Marketing Director, *Westchester Magazine*

**Gary Whitaker**, Publisher, *417 Magazine*

**Joan Whitaker**, VP of Finance, *417 Magazine*

## MONDAY, MAY 20 | MARKETING & EVENTS, CONTINUED

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### SESSION 4 >> 1:30 - 2:45 PM

#### WIN THE BUSINESS—HOW TO BREAKTHROUGH WITH BIG BRANDS

Our panel comprised of leaders from medium to large brands will share what marketing campaigns and live events are moving the needle for their business. We'll learn where they're spending their marketing dollars, what media partners should be doing to get their attention, and how they measure success.

##### PANELISTS INCLUDE:

**Josh Arnold**, Experiential Marketing Manager, General Mills

**Anne Tallman**, Director of Marketing, Mall of America

Also, executives from Best Buy and Self Esteem Brands will join the discussion.

### SESSION 5 >> 10:30 - 11:45 AM

#### TOP 10 MISTAKES EVEN PROS MAKE SELLING SPONSORSHIPS—AND HOW TO FIX THEM

In recent years, events and sponsors have developed a symbiotic relationship that can fuel the goals of both the sponsors and the communities they want to reach. However, in the worst cases, these partnerships can lead to dissatisfaction, flat activations and a lack of connection with attendees. Larry Weil will walk us through the 10 biggest mistakes that sellers make when pursuing sponsorship, from outreach to negotiation to activation and reporting. Learn how to identify, reach, and work with sponsors for your next event.

##### SPEAKER:

**Larry Weil**, President, The Sponsorship Guy

### SESSION 6 >> 3:00 - 4:15 PM

#### PROVING ROI FOR YOUR SPONSOR'S INVESTMENT

We'll discuss the challenges and solutions of evaluating ROI for marketing campaigns and events. From helping clients understand that marketing programs should be an ongoing strategy, to using both hard and soft metrics for impactful recaps—we will use key learnings and insights from a panel of experts to support your goals of securing, retaining, and renewing sponsors.

##### GROUP DISCUSSION WITH EXPERT PANELISTS

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### >> MARKETING & EVENTS CO-CHAIRS

**Natasha Freimark**, Director of Marketing & Events, *Fort Worth Magazine*

**Stacy Pagano**, Sr. Director of Integrated Marketing, *Mpls.St.Paul Magazine*

**Jordan Regas**, Publisher, *The Bend* and *405 Magazines*

# Sales

SUNDAY, MAY 19

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SESSION 1 >> 11:15 AM - 12:30 PM

## OVERCOMING THE “NO”—HOW TO SELL EVENT SPONSORSHIPS IN OVERSATURATED MARKETS

From national events to local health fairs, there are shared issues with selling event sponsorships at every level. Hear fresh ideas on helping advertisers understand the importance and ROI of local events. Takeaways include: tools for overcoming common objections; new event opportunities; help advertisers identify creative sponsor ideas; creating winning proposals; plus how to drive excitement to meet about events. This is a workshop you will not want to miss. Joint session with Marketing & Events.

SPEAKER:

**Ryan Dohrn**, Founder, Brain Swell Media

SESSION 2 >> 2:00 - 3:15 PM

## HOME PUBLICATIONS—WHAT’S WORKING!

We’ll hear from three CRMA members about successful sales strategies they’ve implemented to keep their dedicated home books robust. Panelists will discuss marketing packages and products that are breaking through with clients, ideas for capturing new business, and how to combat competitors in your market. You’ll leave with a few tips and tricks to hit your revenue goals.

PANELISTS:

**Kate Dean**, *5280 Home*; **Christina Miller**, *Boston Magazine*;  
**Gillea Allison**, *D Magazine*

SESSION 3 >> 3:45 - 5:00 PM

**PART 1: THE ANATOMY OF A GREAT SALES CALL** Media buyers today want ideas, collaboration, and customized marketing solutions. Thankfully, with the platforms that we have available today, every business is a viable prospect. Learn techniques on how to get in front of the decision maker, quickly prove your worth as a media partner, and demonstrate measurable ROI for their advertising investment.

**PART 2: USING DIGITAL TOOLS TO SELL MORE PRINT** We know our magazines, events, and ancillary publications help clients be remembered, get more attention, clicks, and ultimately more business. But to get in the door, sometimes we need to lead with digital products and then make our case for an integrated campaign. We’ll share sales success stories from publishing’s front lines.

SPEAKER:

**Mike Reath**, Associate Publisher of *Delaware Today*

## MONDAY, MAY 20 | SALES, CONTINUED

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### SESSION 4 >> 10:30 - 11:45 AM

#### SNAP SELLING: WIN MORE BUSINESS WITH TODAY'S FRAZZLED CUSTOMERS

Do you have enough quality prospects in your pipeline to reach your sales goals? Is it tough to keep the buying process moving? If so, it's time for a fresh approach. In this eye-opening session, you'll find out why you're facing these challenges. You'll also discover numerous strategies you can use to set up more meetings, speed up decisions, and close more deals. Copies of Konrath's book, *SNAP Selling*, will be given to the first 30 attendees.

##### SPEAKER:

**Jill Konrath**, Author

### SESSION 5 >> 1:30 - 2:45 PM

#### MARKETERS SPEAK TO THE POWER OF CITY & REGIONAL MAGAZINES

We'll pull back the curtain on four *Mpls.St.Paul Magazine* advertising partners of varying sizes and categories, on what goes into a client's decision to say yes. This lively discussion will encompass the power of local city magazines and the role print plays in their media strategy, why they chose city books and what they are looking for from us as partners.

##### PANEL DISCUSSION LED BY:

**Shelly Crowley**, Publisher, *Mpls.St.Paul Magazine*

##### PANELISTS:

**Kathy Hagens**, Northwestern Health Sciences University

**Ellen Hertz**, Max's; **Ann Rauch**, Marvin; **Sarah Townes**, Mall of America

### SESSION 6 >> 3:00 - 4:15 PM

#### BEST IDEAS FOR AD SALES REVENUE

We asked CRMA associate publishers and ad directors to submit some of their most successful new revenue generating ideas or new takes on some of the staples. So you can leave the session with several actionable ideas, there will be lots of ideas presented, each just a few minutes in length, with opportunity for a few follow-up questions—speed dating style!

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#### >> SALES CO-CHAIRS

**Kieran Keating**, Associate Publisher, *Rhode Island Monthly*

**Irene Peterson**, Sr. Director of Integrated Sales, *Mpls.St.Paul Magazine*