

FALL **VIRTUAL** WORKSHOP

OCTOBER 14-15, 2020

● WEDNESDAY | Oct 14

1-1:50pm CRMA 2021 OUTLOOK SURVEY

Publishers will meet to review the results of the CRMA 2021 Outlook Survey. The group will discuss budgeting for 2021, the assets they expect to perform best and the categories they will target to achieve revenue success in 2021. *Presented by David Lipson of MetroCorp and Melissa Chowning of Twenty First Digital*

2-2:50pm EDITORIAL ROUNDTABLE

Editors meet to discuss adaptation strategies as they continue to navigate uncharted waters. *Moderated by Dave Ghose of Columbus Monthly*

SALES ROUNDTABLE

Hear from your fellow sales people how they are maintaining relationships, selling special sections and starting conversations about 2021. *Moderated by Kristen Anderson of Washingtonian Magazine, Barbara Banis of Diablo, Kieran Keating of Rhode Island Monthly, Zach Wolfel of 5280, Irene Peterson of Mpls.St.Paul Magazine and Daniela Siqueiros from Tucson Lifestyle Magazine*

3-3:50pm HOME MAGAZINES: WHAT'S WORKING

The home environment has taken center stage this year and helped propel home magazines to a new level. Hear from our panelists how they have seized this opportunity to engage readers and drive new revenue (including virtual design awards!). *Lead by the editorial and sales leaders at D Home and Mpls.St.Paul Home*

WHAT CITY MAGAZINE ADVERTISERS ARE THINKING, DOING, PLANNING

Here's your chance to get a sneak peek into the minds of city magazine buyers are thinking as we head into the holidays. CRMA has teamed up with advertising research firm Borrell Associates to survey local ad buyers throughout the U.S. to gain insights on what's changed in the world of local marketing. You'll learn how their spending habits are changing, what they're planning over the next several months, and which forms of advertising they deem have been most effective. Borrell's survey – the largest in the nation – was launched in August and will run through the end of October, so this truly is a sneak peek! *Presented by Corey Elliott, SVP of Local Market Intelligence, and Gordon Borrell, CEO of Borrell Associates*

4-5:30pm MANAGING BIAS WORKSHOP

Everyone has biases – it is a natural attribute of being human. Unconscious biases are stereotypes and attitudes about certain groups of people we form outside of our own conscious awareness – they often don't align with our declared beliefs. Through reflection and discussion, anyone can enhance awareness of these biases and learn how to manage them. This Zoom discussion will include an understanding of cognitive biases that often happen without our own awareness, an understanding of micro-aggressions and how to counter them with micro-affirmations along with some sound practices to break bias when hiring, developing and in day to day interactions with colleagues. *Presenter/Facilitator, Gary Cormier, Director of HR Consulting at Harvard University*

● THURSDAY | Oct 15

1-1:50pm BEWARE THE PLAQUE SELLERS: RIGHTS IN YOUR CONTENT AND PROTECTION FROM UNAUTHORIZED USE

Under US copyright laws, your publication has exclusive rights to publish and distribute its content; it has, near exclusive rights to use the name of the publication under trademark law. Learn how others are using your name and content to directly compete with you and how you can stop them and be compensated. Jim Astrachan is a lawyer with Astrachan Gunst Thomas, P.C. in Baltimore, licensed in MD, PA and DC. He has engaged in numerous copyright and trademark cases against those who would take a publication's content and use it to compete.

2-2:50pm DESIGNERS ROUNDTABLE

Talk with your fellow designers about adaptation strategies to produce beautiful magazine, websites and digital editions in a pandemic. *Moderated by Tom White of St. Louis Magazine*

AUDIENCE DEVELOPMENT ROUNDTABLE

With newsstand and waiting room copies compromised, hear how audience developers are finding new ways to reach and engage readers. *Moderated by Melissa Chowning of Twenty First Digital*

3-3:50pm MARKETING & EVENTS VIRTUAL SHOWS

Hear how marketing and event directors have adapted to roll out stellar virtual and hybrid events, which platforms they like, ticket pricing and how they are engaging attendees and delivering ROI to sponsors. *Panelists: Rachel Gill of D Magazine and Sherene Joseph of Washingtonian Magazine and special guest Tiffany Mattzella of Arkansas Business Publishing Group*

BEST PRACTICES FOR DIGITAL EDITORS

In this session, we will explore how to grow your digital audience channels and increase engagement on your websites, newsletters, and social media. Editors will share their secrets on a variety of topics like SEO, social strategy, getting more from analytics, working with the sales teams, and more. *Panelists include Sabrina Sucato of Hudson Valley Magazine, Matt Goodman of D Magazine, Erin Skarda of 5280 Magazine; Moderated by Mike Martinelli of Today Media*

4-4:50pm 7 NEW SALES STRATEGIES TO SELL THROUGH AND BEYOND COVID

Local media sales has become a frontier of frustration, delay, and objections. 30-year ad sales coach Ryan Dohrn shares the 7 strategies many local media sellers are using to stay afloat. Ryan will share how to use category data to identify new prospects. Then, how to research in new ways to connect with fresh ideas. And, new online sales tools to better engage.

5-5:50pm BEST IDEAS

The most popular session of every meeting, be inspired and download the Fall Best Ideas Book at this session.

THANK YOU

TO OUR SPONSORS



OUR DATA SPEAKS VOLUMES
AUDIO VISUAL SPONSOR



SALES ROUNDTABLE
SPONSOR



AUDIENCE
DEVELOPMENT SPONSOR



DIGITAL SALES SPONSOR



VIRTUAL BROCHURE
SPONSOR



7 NEW STRATEGIES SALES
TRAINING SPONSOR



BEST IDEAS SPONSOR



MARKETING & EVENTS
SPONSOR



HOME MAGAZINES
ROUNDTABLE
SPONSOR



BORRELL SURVEY
SESSION SPONSOR



TREND OFFSET PRINTING
CALIFORNIA • TEXAS • FLORIDA

DESIGNERS ROUNDTABLE
SPONSOR



EDITORIAL ROUNDTABLE
SPONSOR



MANAGING BIAS
WORKSHOP SPONSOR



RIGHTS IN YOUR CONTENT
SESSION SPONSOR



ZOOM SPONSOR



MagHub

The All-in-One Media Publishing ERP

The screenshot shows the MagHub dashboard interface. On the left is a navigation sidebar with icons for Home, Contacts, Sales, Production, Tickets, Billing, Payables, Projects, Ecommerce, Events, Subscriptions, Distribution, HR, Marketing, Reports, and Settings. The main dashboard area contains several widgets:

- 1 Dashboard:** The main overview area.
- 2 Main:** A list of items with status indicators (e.g., 'dd', 'Metabase').
- 3 Agenda:** A calendar view for the period 01/2020 - 06/30/2020.
- 4 To-Do's:** A list of tasks such as 'Collection Activity (To-Do)', 'Expiring Contract (To-Do)', and 'Follow Up Call (To-Do)'.
- 5 Expiring Contract (To-Do):** A specific task entry.
- 6 At Due:** A section for tasks due soon.
- 7 Appointment (Appointment):** A task entry for 'Big Successful Company (Re: New Lead Qst)'.
- 8 Sales Rep Activity:** A horizontal bar chart showing activity for various sales reps over the last 365 days.
- 9 New Accounts Per Rep:** A table listing sales reps and their number of new accounts.
- 10 Metabase Question - mn:** A table showing 'Goals by Month with Pending Sales' with columns for Goal Date, Pub Name, Issue Name, and Sales Rep.

- 1) CRM** Including Calls, Emails, and Text
- 2) Production** MagBuilder Flatplanning
- 3) Billing** QuickBooks Online Integration
- 4) Projects** Features Freelancer Portals
- 5) Subscriptions** Digital and Print

- 6) Reports** 100+ Ready Reports
- 7) Integrations** Zapier, Slack, and More
- 8) New Dashboard** Customized Data
- 9) Quick Actions** One-Click Actions
- 10) User Management** Full Control

What's New?

Google Ad Manager (DFP) Robust Integration
 BlueToad Integration Digital Media Module

WooCommerce Integration
 Dwolla Payments Integration

Vendor Management
 Metabase Integration