



CRMA
2020

FALL **VIRTUAL** WORKSHOP

OCTOBER 14-15, 2020

● WEDNESDAY | Oct 14

2-2:50pm EDITORIAL ROUNDTABLE

Editors meet to discuss adaptation strategies as they continue to navigate uncharted waters.

SALES ROUNDTABLE

Hear from your fellow sales people how they are maintaining relationships, selling special sections and starting conversations about 2021.

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!)

BORRELL SURVEY: HOW MAGAZINE ADVERTISERS HAVE SHIFTED BUDGETS

Join us for this lively, informative 45-minute webinar with local advertising analysts from Borrell Associates. They'll review the findings of their latest annual survey – the largest in the nation – of local ad buyers, with a focus on those advertise in city magazines. What are their future plans? What do they find most effective? How has COVID-19 affected spending? The live webinar will include 10 minutes of Q&A with attendees and will be recorded. *Presenters: Gordon Borrell, CEO, and Corey Elliott, EVP of Local Market Intelligence, 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.

● THURSDAY | Oct 15

2-2:50pm DESIGNERS ROUNDTABLE

Talk with your fellow designers about adaptation strategies to produce beautiful magazine, websites and digital editions in a pandemic.

AUDIENCE DEVELOPMENT ROUNDTABLE

With newsstand and waiting room copies compromised, hear how audience developers are finding new ways to reach and engage readers.

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.

DIGITAL SALES: WHAT'S WORKING!

Digital traffic is booming for many publishers and some are seeing double-digit revenue growth at a time when it is needed the most! Bring your ideas for what's working in digital. *Moderated by Jacob Raim of Washingtonian.*

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.

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