CRMA FALL PUBLISHER'S ROUNDTABLE

OCT 14-15, 2022 HILTON HEAD, SC AT THE WESTIN HOTEL



Laurie Laykish, LOCAL Life | Logan Aguirre, 417 Magazine

THURSDAY

OCTOBER 13, 2022

6-7PM Opening Reception

at the Koi Pond Garden at the Westin Hotel

FRIDAY 0 C T 0 B E R 14, 2022

8-11AM Board of Directors Breakfast and Meeting

NOON-1:00PM Welcome Back Lunch

1-1:30PM If I Could Turn Back Time: How to Stand Out in a Crowded Print Market

If you could turn the clock back 5 years, what would you do differently knowing what you know now? One of the benefits of starting a business from scratch is there aren't any legacy systems that hold you back. You can hand pick your dream time. You can't say 'we've always done it that way.' The team from LOCAL Life will share the story of their start-up and what they chose not to do to differentiate in a print-saturated market. Speakers: Lori Goodridge-Cribb, Lance Hanlin and Laurie Laykish of LOCAL Life

1:30-2:15PM Print vs. Digital: Here's How to Evolve Your Brand

Traditional brands have spent decades bringing in revenue through magazine advertising. We'll discuss why that model needs to change if you want your brand to be successful for another 20+ years, how to think about reorganizing your teams, and why you shouldn't view digital as a checkbox and more as a leader for your business moving forward.

Speaker: Deanne Kaczerski of Travel Curator

2:15-2:30PM Break

2:30-3:15PM Create a Long-Lasting Affiliate Revenue Strategy

Everywhere you look online it seems that everyone is taking advantage of affiliate revenue — and it's working. Individual brands are bringing in millions of dollars each year through e-commerce content. In this session, we'll discuss how to set up a long-lasting affiliate strategy and discuss what's working for you now and how to push beyond a revenue plateau.

Speaker: Deanne Kaczerski of Travel Curator

3:15-3:30PM Refreshment Break

3:30-5PM When Preparation Meets Opportunity: The Future Economic Outlook

Hear from the experts at ITR Economics about the US economic forecast, phases in business cycles, audience-specific ramifications and how to prepare for economic downturns, upturns and u-turns. No matter what is on the horizon, learn how to prepare now and seize the opportunities when they come! **Speaker:** ITR Economics

5:30-8:30PM Cocktails and Group Dinner

at The Quarterdeck in Sea Pines Resort

SATURDAY



OCTOBER 15, 2022

7:15-8AM Morning Beach Walk

Meet up for a beach walk and network!

8:30-9:30AM Group Breakfast

9:30-10:30AM Little Things, Big Impact

We all have Champagne dreams on inflation budgets. So how do we get everything we can out of all we got? Look for the little free things that make a big difference! In this roundtable discussion publishers share one or two little/free things they have implemented that have made a big impact on their business, clients, teams, products or bottom lines. No idea is too small for this one! Moderated by Laurie Laykish of LOCAL Life and Logan Aguirre of 417 Magazine

10:30-11AM Refreshment Break

11AM-NOON Fostering Transformation

The need to evolve has never been more pressing, with local media companies facing rising production costs, a changing workforce and strained budgets. To do so requires embracing change, continually adapting and refining products and processes in a way that's deliberate, measurable and sustainable. Matt Coen shares how the team at SLM Media is creating the conditions for transformation with the goal of better serving readers' and advertisers' needs while carving out an essential place in the community.

Speaker: Matt Coen of St. Louis Magazine

NOON-1:30PM Lunch

1:30PM-2:15PM Survey your Stakeholders

We often miss the biggest piece to strategic planning: surveying our stakeholders. How are your top clients performing and how do they see you fitting into their future plans? What content do your readers want to see more or less of in print? How do your employees view the purpose of your business? Are they aligned on your vision and mission? Logan Aguirre with 417 walks you through how to get this information and the questions you need to be asking to get the Marketplace information you need for your strategic planning. **Speaker:** Logan Aquirre of 417 Magazine

2:15PM-3PM Content Used to be King — What Happened?

CRMA Lifetime Achievement Award winner Bernie Mann will share his perspective on why the advertiser has replaced content as king. By putting the reader first, *Our State Magazine* has experienced consistent growth in revenue, extraordinary subscriber growth how they have kept, and will always keep, content their king. **Speaker:** *Bernie Mann of Our State*

3-3:30PM Refreshment Break

3:30-4:30PM Best NEW Ideas or Ideas in INCUBATION

Back by popular demand! Share and learn from your fellow publishers on the Best Ideas that are driving revenue and engagement. You must submit an idea to participate in this closing session! Top 5 Ideas by vote win \$100 each!

5-6PM Closing Reception at the Westin Hotel

WELCOME TO HILTON HEAD ISLAND

An Insider Guide to #LiveLikeaLocal

October is the perfect time to discover Hilton Head Island. Thanks to the island's lingering summers, you can expect sunny days in the high 70s and cool nights in the 50s. Best of all, the summer crowds are long gone.

Here are a few local recommendations.



WHERE TO EAT

With more than 250 restaurants, there's something delicious to satisfy every palate. Places can still get busy so we recommend reservations. Favorites include:

BREAKFAST

- Palmetto Bay Sunrise Cafe
- A Lowcountry Backyard
- Nectar Farm Kitchen * LOCAL Life Pick: Fried Chicken and local honey
- Hilton Head Social Bakery
- Gringo's Diner

LUNCH

- Chow Daddy's (tacos)
- Hudson's Seafood House on the Docks (local shrimp)
 LOCAL Life Pick: Oysters Rockefeller on the dock at sunset
- Skull Creek Dockside (waterfront)
- Java Burrito Company (Mexican)
- Truffles Cafe (American)

DINNER

- Alexander's Restaurant & Wine Bar (upscale seafood)
- Charlie's Coastal Bistro (local fish) \(\Delta \) LOCAL Life Pick: Ask Sommelier Margaret for a wine recommendation; she contributes a column to LOCAL Life
- Nunzio Restaurant + Bar (authentic Italian)
- Michael Anthony's Cucina Italiana (authentic Italian)
- Lulu Kitchen (New American)





- Pool Bar Jim's
- Tiki Hut
- Skull Creek Boathouse
- Hilton Head Distillery * LOCAL Life Suggestion: Book a tour and tasting.
- Lincoln & South Brewing Company



WHAT TO DO

On Hilton Head Island, a new adventure awaits around every corner. Favorite activities include:

- Go to the beach. Explore 12 miles of stunning sand without the summer crowds.
 LOCAL Life Insider: Islander Beach is less crowded and more 'local'
- Play golf. Rent a set of clubs and play one of 33 world-class golf courses in the area.
 The most famous are Harbour Town Golf Links (home to the PGA Tour's RBC Heritage) and the Robert Trent Jones Course at Palmetto Dunes. ★ LOCAL Life Tip: The course near the Westin, Robber's Row is good and close by.
- Play tennis. Hilton Head boasts more than 300 tennis courts, more than any other resort destination in the country. Keep an eye out for local resident Stan Smith!
 LOCAL Life Insider: Check their website for Pickleball clinics
- Rent a bike. Spin your wheels on more than 60 miles of multi-use trails.
- Book a dolphin tour. Many captains operate out of Palmetto Bay, Shelter Cove and Harbour Town marinas.
- Rock N Ribs. Attend a music and barbecue festival on Oct. 15 at Coligny Plaza.
 Music by Blues Traveler!

Welcome to Hilton Head Island and the surrounding area. A place to love, to discover and to reconnect with nature. A place overwhelmingly green and blue — a stark reminder of the contrast between the land and sea here. One of the last places which seem to be protected from unnatural capitalistic distractions and signs. It's sure that you will find something to love over the bridge.



COUPLES, SPOUSES OR FAMILY TIME

Savannah is less than an hour's drive but a world away. If you have a day, book a hop-on, hop-off trolly tour and have a cocktail on the Rooftop of the JW on the River.

Bluffton is just over the bridge. Spend an afternoon strolling the quaint old town, have lunch at The Cottage, dinner at The Pearl and enjoy live music at Calhoun's or The Roasting Room.

SPEAKER BIO



DEANNE KACZERSKI of Travel Curator

Working in digital for almost 25 years, Deanne has helmed some of the world's most sought-after digital brands including *Travel + Leisure*, *Departures*, *Martha Stewart*, *InStyle*, *ELLE*, *Marie Claire*, and *CosmoGIRL!*. She is currently the Editor in Chief, Global Vice President of Digital for Travel Curator, a luxury lifestyle brand. Over the last two decades, Deanne also founded two luxury beauty brands, *MIMI* (Time Inc) and *Real Beauty* (Hearst Corporation) which pioneered the capability for readers to personalize beauty content. She started her career at AOL, where she created some of the internet's first fashion, beauty, and travel content for an engaged audience of millions of young adults. Deanne is also the recipient of the 2020 Gold SATW Lowell Thomas Award for best travel journalism website (*Travel + Leisure*), and several Webby, ASME, and other awards across many brands. When she's not traveling, Deanne is an avid painter and supporter of local artists across the globe — she always brings back a piece of art as a souvenir.

THANK YOU TO OUR MEETING SPONSORS



OUR DATA SPEAKS VOLUMES

Audio Visual Sponsor



Fostering Transformation Session Sponsor



Lanyards Sponsor



Brochure Sponsor







Little Things, Big Impact Session Sponsor



Best Ideas Sponsor



Survey Your Stakeholders Session Sponsor



Economic Outlook Session Sponsor **eMagazines**

Breakfast Sponsor



Group Dinner Sponsor



Friday Lunch Sponsor



CHAMBER OF COMMERCE

Opening Reception Sponsor



Saturday Lunch Sponsor



WiFi Sponsor



Print vs. Digital Session Sponsor



SOFTWARE YOU CAN TRUST



EFFECTIVELY LEAD WITH CUSTOM DASHBOARDING

Sell. Deliver. Bill. On time, every time with MagHub's Contracts to Cash solution for publishers.





info@maghub.com