



CRMA

**WINTER
CONFERENCE**

JAN 27-30

NAPLES, FL

THURSDAY, JAN 27

8-11am

Board of Directors Breakfast/Meeting

Noon-1pm

Group Lunch and Networking

1-1:45pm

Leading Your Team to Peak Performance in a Post Pandemic Sales World

So much has changed in the media world where we operate. From hiring to firing to salaries to retaining the best teams. From his new book *Selling Forward*, CRMA friend Ryan Dohrn will share 10 strategic ways you can manage your team to peak performance. While his focus is on sales and revenue, Ryan's ideas will be tactical and practical for any media leader looking to bring the best out to their team in a post-pandemic business world.

1:45-2pm

Break

2-2:45pm

Leveraging the Power of the Community Advisory Board

Just as "location, location, location" is the motto of realtors, "community, community, community" is the motto of publishers. Hear from members of *Gulfshore Life's* very engaged community board on how they have become brand ambassadors, expanding *Gulfshore Life's* reach, advocacy and influence.

2:45-3pm

Break

3-3:45pm

Custom Publishing vs. Specialty Publishing

In this session, hear how *Gulfshore Life* made the transition from partnering on 3rd party custom publications to launching its own suite of specialty magazines, taking back control of the content they create, eliminating revenue shares and providing their community with valuable information not covered by the monthly magazine brand. In addition, we will discuss the unique opportunities available to business publishers with the decline of newspapers.

4:45-7pm

Opening Reception, sailing on the "Miss Naples" *Depart from the 550 Port O Call Way, Naples*

FRIDAY, JAN 28

8-9am

Group Breakfast

9-10am

Privacy, Cookies, and Controlling your Digital Destiny

Join Melissa Chowning of TFD and Charity Huff as we discuss digital forces that will continue to influence your ability to target and engage your audiences on the platforms that matter the most. On the print side of your business it's all about paper, postage and production. On the digital side, it's platforms, privacy, and preferences. We're going to dive deep into the latter.

- 10-10:15am** **Break**
- 10:15-11am** **Inside the Mind of a Millennial Marketer**
Natalie Hartley, Director of Marketing for Yamron Jewelers, will share why she fell in love with print advertising and how she markets the finest time pieces and extraordinary jewels to the affluent reader.
- 11-11:15am** **Break**
- 11:15am-Noon** **Roundtable: Pricing and Selling Digital Products**
- 12:30-6pm** **Publisher Networking Time**
- 6-9pm** **Cocktail Party and Group Dinner**
at The French Brasserie, 365 5th Ave., Naples

SATURDAY, JAN 29

- 8:30-9:30am** **Group Breakfast**
- 9:30-10:15am** **Digital Data Survey 2021 Results**
Join us for a review and a discussion with Melissa Chowning of TFD about the results from the 2021 DDS survey, which will shine a light on the digital growth and priorities across publications within the CRMA.
- 10:15-10:30am** **Break**
- 10:30-11:15am** **Roundtable Discussion: Pricing, Staffing and Selling Content Studio Projects**
- 11:15-11:30am** **Break**
- 11:30-Noon** **Roundtable Discussion: Open Discussion Subscriptions & Distribution**
- Noon-5pm** **Publisher Networking Time**
- 5:30-7pm** **Closing Reception at Naples Grand Beach Resort**

NAPLES DINING RECOMMENDATIONS

Bha! Bha! Persian Bistro - Middle Eastern; outdoor dining available; downtown; \$\$\$\$

Bleu Provence - French; outdoor dining available; downtown; \$\$\$\$

Campiello - Italian; outdoor dining available; downtown; \$\$\$\$

Claw Bar - seafood; located at Bellasera Resort; outdoor dining available; upstairs is The London Club with food from Claw Bar and live entertainment downtown; \$\$\$\$

The Continental - modern American, steak; outdoor dining available; downtown; \$\$\$\$

Del Mar - Mediterranean; outdoor dining available; downtown; \$\$\$

The French - French; outdoor dining available; downtown; \$\$\$

Grappino - Italian; outdoor dining available; downtown; \$\$\$

Jimmy P's Charred - steak; outdoor dining available; midtown; \$\$\$\$

Lake Park Diner - modern American, fresh & healthy; primarily outdoor dining; downtown; \$\$

Mediterrano - Mediterranean; outdoor dining available; downtown; \$\$\$

Ocean Prime - modern American; downtown; \$\$\$\$

Osteria Tulia - Italian; outdoor seating available; downtown; \$\$\$

Sails - seafood, fine dining; great brunch experience on Saturday and Sunday; outdoor dining available; downtown; \$\$\$\$

Sea Salt - modern American, seafood; outdoor dining available; downtown; \$\$\$\$

Seventh South - modern American; outdoor dining available; downtown; \$\$\$

Tacos & Tequila Cantina - Tex-Mex; outdoor dining available; North Naples; \$\$

Truluck's - seafood; downtown; \$\$\$\$

W A T E R F R O N T

Baleen - modern American, seafood; located at LaPlaya Resort; Gulf view, directly on the beach; great place to catch a sunset; outdoor dining available; North Naples; \$\$\$\$

The Bay House - seafood; Bayfront view; outdoor dining available; North Naples; \$\$\$\$

The Dock at Crayton Cove - seafood; casual; Bayfront view; outdoor dining available; downtown; \$\$

Gumbo Limbo - American; very casual; located at Ritz-Carlton beach resort; Gulf view, directly on the beach; great place to catch a sunset - they ring a bell once the sun sets; all outdoor dining; North Naples; \$\$\$

D R I N K S A N D B I T E S

Bar Tulia - modern bar bites; craft cocktails; outdoor seating available; North Naples and downtown; \$\$

BURN by Rocky Patel - bar bites; craft cocktails; cigars; often live music; nightlife; North Naples; \$\$

The Cave Bistro & Wine Bar - bar bites; North Naples; \$\$\$

Sidebar - craft cocktails (no food); downtown; \$\$

The Vine Room - bar bites; craft cocktails; downtown; \$\$\$

T O D O & S E E

5th Avenue South and Third Street South: shopping and dining districts; *downtown*

Artis—Naples/Baker Museum - multiple exhibits on display, from iconic artifacts from the New York Yankees to sculptures created with hundreds of plastic pieces found on beaches across the globe; *North Naples*

Conservancy of Southwest Florida - wildlife conservation center with nature exhibits and boat tours; *midtown*

Corkscrew Swamp Sanctuary - natural, protected wetlands area featuring a boardwalk trail, observation tower and native wildlife; *South Naples*

Mercato - shopping and dining center with nightlife; *North Naples*

Naples Art - Keith Haring exhibition; *downtown*

Naples Botanical Garden - a 170-acre world-class garden paradise that features the plants and cultures of the tropics and subtropics; currently has Stickwork exhibition and sculpture; *South Naples*

Revs Institute - car museum that is home to the Miles Collier Collections featuring over one hundred significant automobiles built between 1896 and 1995; *downtown*

Waterside Shops - an upscale, luxury shopping mall with more than 60 specialty stores; *North Naples*



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