



KEY EXECUTIVES

Mega-Conference

Solutions, Success Stories and New Ideas

February 25-27, 2019
Paris Las Vegas (Las Vegas, Nev.)

Subject to change

Learn more: <http://www.mega-conference.com>

Sunday, February 24

1-5 pm

Exhibitor Move-In

Monday, February 25

8-10:30 am

Exhibitor Move-In

8:30 am - Noon

BONUS SESSION: *Selling and Managing Sales People*

10 Habits of Highly Effective Sales Professionals

This workshop is all about sales lead generation! Pump up your inbound sales leads by 25-35 percent in the next 30 days! Prospecting is a dying skill set and it is so important to sales success. Learn "the" 10 critical sales questions that move conversations forward. As part of the workshop, you'll build a simple action plan to use what you learned and put it into practice with your sales team. [READ MORE](#)

Ryan Dohrn, founder, Brain Swell Media

7 Sneaky Ways Your Sales Tech is Costing You (and how to stop the bleed)

Outdated sales technology affects a media organization's bottom line, but there are valuable solutions to this pressing problem. Topics and case studies will look at the real cost of siloed sales data, "quick-win" tech tips that increase ROI and time-saving tools to help teams sell effectively. [READ MORE](#)

Shawn DeWeese, senior sales executive, Lineup Systems

Is Culture Killing Your Sales Mojo?

Culture eats strategy for breakfast. Workshop attendees will get a chance to participate in a round-table deep dive to share candid concerns and solutions for addressing sales culture.

Ryan Dohrn, founder, Brain Swell Media

The New Generation CRM: Adams Publishing Group

CRM is not just a software tool; it's a strategy. APG has deployed a CRM strategy that has enabled the company to improve the quality of each customer interaction and maximize the profitability of customer relationships. Using a 90 percent / 10 percent model to project the likelihood of closing a sale, the company has more accurate forecasts and simpler pipeline tools for its sales reps. APG is utilizing CRM technology that allows reps to be 100 percent mobile – all forecasting activity, pipeline tracking, digital and print order entry, emailing and calendaring is done through the CRM, giving reps more time in the field with their customers and prospects.

Michelle Ackerman, CRM product manager, Brainworks

Amy Lindquist, business systems development director, Adams Publishing Group

Jeff Patterson, president, Central Division, Adams Publishing Group

8:30 am - Noon

BONUS SESSION: *Audience and Subscriber Management* – [READ MORE](#)

Customer Experience, Retention and Insight

In a subscription-based industry where active engagement is critical and even minor downtime can cause major drops in engagement, reliable and responsive communication systems can define success. Are you wondering how to take customer engagement to the next level? Learn how Lee Enterprises did just that.

Tony Ort, developer/protector of media relationships, TCN Inc.

How Content Engagement and Dynamic User Experiences Can Drastically Grow Consumer Revenue

TownNews' iQ program assists local media companies of any size with leveraging first-party data to enhance engagement, improve user experience and drive revenue across digital properties. Its first media customer using this new iQ program has quadrupled the number of subscribers logging into its site each month, with more than one-third of the subscribers logging in for the improved user experience and not premium content. Hear about best practices and the dos and don'ts of a successful engagement program.

Valentin Cornez, news consumer insights partnership lead, Google

Mark Sanders, director of customer development, Lotame

Bridget Sibthorp-Moeker, corporate director of digital subscriptions, Lee Enterprises

Tim Turner, content program manager, TownNews

Facebook Analytics

In this hands-on training session, you'll learn how Facebook Analytics can be used to optimize your subscription conversion funnel across mobile, apps and Facebook.

Kenny Curry, News Partnerships team, Facebook

CrowdTangle for Publishers

In this hands-on training session, you'll learn how CrowdTangle can be used to drive both editorial and business decisions. Beginners and CrowdTangle power users will each

come away from this training with ideas that will grow digital strategy in 2019

Samantha Bennet, Local News Partnerships team, Facebook

Amber Burgess, Local News Partnerships team, Facebook

11 am - 7 pm

TRADE SHOW OPEN

Noon

LUNCH ON YOUR OWN

1 - 2 pm

WELCOME / OPENING GENERAL SESSION

Monday Sessions Sponsor



Monday Voice Sponsor



Welcome

Jay Horton, executive producer, Mega-Conference

Welcome to Las Vegas

Brian Greenspun, chief executive officer, publisher and editor, Greenspun Media Group

Keynote Address

The Philadelphia Inquirer, as a Public Benefit Corporation, in conjunction with The Lenfest Institute for Journalism, is transforming into a media company totally focused on the needs of customers. Hear how the newspaper is driving consumer revenue through digital subscriptions, membership and philanthropy in pursuit of a sustainable business model to support journalism and its mission. [READ MORE](#)

Terrance C. Z. Egger, publisher and CEO, Philadelphia Media Network, PBC

2 pm

Break to change rooms

*Need coffee? Come to the middle of the Exhibit Hall
(compliments of Google)*

Google News Initiative

2:15 - 3 pm

BREAK-OUT SESSIONS

B2C

Innovative Strategies to Optimize the Subscription Lifecycle

Learn about the lifecycle of a customer from a first-time visitor to a loyal paid subscriber. Hear from industry experts, Phil Schroder of McClatchy and Jim Gorman from Philadelphia Media Network, on their successes and best practices in applying data and analytics to their print and digital audience.

Moderator:

Matthew Lulay, senior director of consulting, Mather Economics

Panelists:

Jim Gorman, vice president of circulation, The Philadelphia Inquirer

Phil Schroder, head of brand and buzz, McClatchy

B2B

Do You Know Who Else is Selling Services to Your SMBs?

Software as a Service (SaaS)-based cloud services have introduced a plethora of new capabilities to small businesses related to HR, payments, accounting, payroll, marketing, customer relationship management (CRM) and much more. As these technologies become more affordable, small businesses are taking advantage. And when they do, these technology companies may just be squeezing your sales team out. Don't be left in the cold. Know who's out there. Learn what they are selling to your advertising clients.

[READ MORE](#)

Charles Laughlin, project leader, Tech Adoption Index, Local Search Association
Chris Deianni, business development, Broadly.com

Solutions Stage - [READ MORE](#)

YouTube Solutions

After working with Made In Network for a couple of years, building episodic content and driving subscriptions on its YouTube channels, AMG/Parade invested in the company. Its partnership now allows AMG/Parade to help other brands (and local media companies) with their video/YouTube strategy. Hear how the Parade channel has grown to over 50K subscribers – in just one year – and where the possibilities are for your local brand!

Kevin Craig, senior vice president/director, newspaper relations, AMG/Parade

Television: Bringing Newspapers and Magazines Together

At a time when many people are prematurely writing the obituaries for newspapers and television guides, research shows that guidance on what to watch on television has never been more necessary than it is today. Hear how newspapers of all sizes and frequency can capitalize on the most exciting time in the history of television.

Michael Keever, senior vice president and chief marketing officer, NTVB Media

3 - 3:45 pm

R&D BREAK

An opportunity to visit our sponsors and exhibitors!

3:45 - 4:30 pm

BREAK-OUT SESSIONS

B2C

Transforming the Organization to a Sustainable Digital Subscription Business

Hear from industry leaders about their experience navigating the shift in media from an advertising business model to a consumer revenue business model. Curtis Huber of The Seattle Times and Ann Poe from Advance will describe their perspective on how media must evolve their approach to succeed in a customer-driven operating model.

Moderator:

Arvid Tchivzhel, senior director of product development, Mather Economics

Panelists:

Ann Poe, senior director, digital consumer revenue, Advance Local

Curtis Huber, senior director of circulation and audience revenue, The Seattle Times

B2B

How Local Consumers Discover Local Businesses: A Conversation with Yext

For 20 years, business websites have been the cornerstone of a local, digital, presence. But, now we are in the midst of a major shift. Yext will lead a conversation focused on how voice, mobile and artificial intelligence are changing the way potential customers discover local businesses. Your local advertisers need to control what those services know about them. Potential customers are interacting with a business before they even make it to a business website (if they even make it to the website). [READ MORE](#)

Brooke Henderson, senior director, strategic partnerships, Yext

Solutions Stage [READ MORE](#)

Rev Up Specialty Sections with Sponsored Content

Innovative sponsored content projects generate revenue and new customer relationships for local media companies. Case studies will focus on recent projects that targeted specific advertisers to buy into special sections with clearly labeled sponsored content articles. This solution could be easily replicated by your newspaper around a variety of themes, from luxury lifestyle to charitable giving.

Matthew Miller, editorial director, Content That Works

Augmented Reality Newspapers

Augmented reality can be a game-changer in your market, with advertising and newspaper content as the driving force. Hear how it all began at the twice-weekly Ledger Dispatch – becoming Interactive News that now is available to newspapers of all sizes. There's even a monthly newsletter that's helping newspapers on the platform contact each other, share ideas and build a stronger industry.

Jack Mitchell, publisher and co-founder, Interactive News

4:30 pm

Break to change rooms

4:45 - 5:30 pm

GENERAL SESSION

Betting the Future on Newsroom Transformation

Find out how your newsroom can adopt a "mini-publisher" perspective to drive audience growth and profitability with editors participating in the Knight-Lenfest Newsroom Initiative, aka the "Table Stakes" project. Learn how two newsrooms are expanding their scope beyond content creation to include financial success, brand quality and digital subscription growth.

The Knight-Lenfest Newsroom Initiative is a program designed to help local news organizations accelerate the transformations of their newsrooms to produce more compelling digital content, engage readers on multiple platforms, build digital revenue streams, and ensure their long-term sustainability. [READ MORE](#)

Moderator:

Ken Herts, director of operations, The Lenfest Institute for Journalism

Panelists:

Amy Maestas, executive editor, The Durango Herald

George Stanley, editor, Milwaukee Journal Sentinel, and regional editor, USA TODAY Network

5:30 - 7 pm

WELCOME RECEPTION

Exhibit Hall

Reception Sponsors:



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Photo Booth Sponsor (during reception)

Evening

Dinner on Your Own

Tuesday, February 26

7-8 am

CONTINENTAL BREAKFAST IN THE EXHIBIT HALL

Sponsored by



7 am - 5 pm

TRADE SHOW OPEN

8 - 9 am

GENERAL SESSION

Tuesday Sessions Sponsor



Tuesday Voice Sponsor



Leaders in Transformation

It's not necessarily the strongest who survive and thrive, but those who adapt the most quickly to the changes in the market. Hear from the leaders of the companies that are adapting the fastest. What's their secret? How are they able to move the needle as other companies have failed? [READ MORE](#)

Moderator:

David Chavern, president and CEO, News Media Alliance

Panelists:

Robertson Barrett, president, Hearst Newspapers Digital Media

Jeff Elgie, CEO, Village Media Inc.

Alan Fisco, president and chief financial officer, The Seattle Times

9 am

Break to change rooms

Need coffee? Stop by the Brainworks booth in the Exhibit Hall (Booth 704)



9:15 - 10 am

BREAK-OUT SESSIONS

B2C

Podcasting Trends, Opportunities and Best Practices

Podcasting has been around for more than a decade but has seen explosive growth the last few years as smartphones and smart speakers have become ubiquitous media devices. Podcast ad revenue has nearly doubled in the last two years to \$314 million since 2017, according to the Interactive Advertising Bureau, which projects revenue to double again by 2020. If this content distribution channel is not in your strategic plan, maybe this session will change your mind. [READ MORE](#)

Laura Rich, founder, Exit Club

Hans Appen, president, Appen Media Group

Jay Prather, executive director digital programming, Las Vegas (Nev.) Review-Journal

B2B

Drive Revenue with Sales Models that Deliver

Mega, Rockstar sales leaders from across the country will join this panel to share their revenue-driving strategies and tactics. Sales models of the past are no longer applicable in today's world of pure-plays, digital dominance and a shift beyond consultative selling.

Moderator:

Michael Martoccia, national director, digital marketing and sales, WeHaa Digital Marketing

Panelists:

Addy Earles, director of digital revenue, Schurz Communications

Eric Johnston, president, Adams Publishing Group, Western Division

Michael Rosinski, vice president, strategic sales, Hearst Bay Area

Solutions Stage [READ MORE](#)

Publishing Platforms Deliver Unique Audiences and Revenue Opportunities

Newspaper readers are migrating to digital platforms, but print readership is still strong. In this session, gain an overview of several audience segments, see their reach across the generational spectrum and explore the revenue opportunities each brings for specific advertising categories.

Cheryl Greenblatt, senior vice president, sales director, Nielsen

Leverage the Power of Audience to Grow Revenues: Rocket² Revenue

Coda Ventures and The Weeks Group have partnered to launch Rocket² Revenue, the industry's first research-driven program offering newspapers a revenue guarantee. Hear how The Weeks Group uses this research and how this solution can enable your newspaper to tell your complete audience narrative and deliver guaranteed revenue results.

James Conaghan, senior vice president, research and analytics, Coda Ventures
Everton Weeks, president, The Weeks Group

10 - 10:30 am

R&D BREAK

*An opportunity to visit our sponsors and exhibitors!
Coffee sponsored by Local Media Consortium*



10:30 - 11:15 am

BREAK-OUT SESSIONS

B2C

Leveraging a Customer Data Platform to Drive Subscriber Growth & Diversify Revenue

Customer data is the foundation for strategically planning, executing and optimizing audience growth and revenue diversification efforts. Unifying, analyzing and deploying all available customer intelligence to optimize a customer journey that is perfectly engineered for each individual – transporting that consumer efficiently from awareness to paid customer status – is essential to financial viability.

Hear how GateHouse Media's investment in customer data is not only supporting digital subscription growth, but is impacting revenue diversification initiatives across the enterprise. Learn how The Dallas Morning News is leveraging marketing automation to fund and enrich digital transformation efforts by extending the print runway.

Moderator:

Tom Ratkovich, president, LEAP Media Solutions

Panelists:

Sue Kerr, vice president of print audience, The Dallas Morning News

Rich Forsgren, director of corporate consumer data strategy, GateHouse Media

B2B

The Rise of Voice as a Media Platform

Smart speakers are growing faster than the iPhone did and have been the number one selling Christmas gifts three years running. By 2021, 93 percent of America will have access to a smart assistant and the medium will have the same reach as radio. Learn how you can easily create quality content for smart speakers, build a profitable and growing business, and be the first in your markets to bring smart speaker audio advertising to your clients.

Companies like GateHouse Media, McClatchy, Gannett, Hearst, Digital First Media, Tribune, The LA Times, TEGNA, Swift, Scripps and many more have entered the smart speaker space. Find out why building up your smart speaker media presence today is so important. We'll explore local and national advertising opportunities and what you can expect in 2019 from this dynamic and exciting space.

Moderator:

Jeremy Mims, strategy, SpokenLayer

Panelists:

Idalmy Carrera-Colucci, senior director of editorial operations, Tribune Publishing

Seth Rogin, president and CEO, Nucleus Marketing Solutions

Solutions Stage [READ MORE](#)

How Tribune Media is Regaining Market Share and Outsmarting the Competition

A partnership last summer between Recruitology and Tribune Media delivered a best-in-class recruitment solution suite to employers across Tribune's footprint. Hear about the innovative sales rollout process and how it allowed Tribune's sales team to be effective at solution selling and to tailor recruitment services to employers' individual needs.

Roberto Angulo, CEO, Recruitology

Adam Del-Radio, director of sales, Tribune Publishing

Winning Back Auto Revenue the Easy Way Using Promotions & Events

Newspapers are getting back on the demand side with their local auto dealers thanks to innovative solutions from WeHaa. As revenue dollars from auto dealers continue to shrink, WeHaa has come up with a couple of solutions that make it easy for newspapers to win back lost auto revenue.

Kevin Collins, vice president, sales and marketing, WeHaa

Michael Martoccia, national director, digital marketing and sales, WeHaa Digital Marketing

Cesar Montes, president, WeHaa

11:15 am

Break to change rooms

11:30 am

GENERAL SESSION

A Comprehensive Portrait of the Modern News Consumer

As the news environment and technology has changed rapidly, so have the behavior, attitudes and expectations of the American news consumer. Any news publisher aiming to sell subscriptions or grow an audience must understand some fundamental new realities about the ways people now consume and purchase news.

Research by the American Press Institute, as part of the Media Insight Project, has steadily uncovered new insights about news consumers, such as whether people seek out news or bump into it accidentally, reasons people pay for news, which devices and news sources people use for different situations, how people really think about "trust" in news, and the ways young adults are different or similar to previous generations.

Hear about the most important ways news consumers are changing and the new strategies and opportunities this presents for news publishers. [READ MORE](#)

Jeff Sonderman, deputy executive director, American Press Institute

12:15 - 1:30 pm

LUNCH
Sponsored by



1:30 - 2:15 pm

BREAK-OUT SESSIONS

B2C

TRUST in News – and the Fight Against Misinformation

In the news industry, trust is the brand. We are in crisis as the assault on journalistic values and integrity pervades digital media and the 24-hour news cycle of cable news. If journalism is to survive and play its vital role in democracy, newsrooms must rebuild their relationships with the public and show who and what is behind the journalism they produce. What's being done? How effective has the effort been in growing trust? And how does this help the business? [READ MORE](#)

Sally Lehrman, CEO and founder, The Trust Project

Alex Curry, postdoctoral fellow, Center for Media Engagement, University of Texas

B2B

Gannett's Raising its IQ to Outsmart Local Competition

As local advertising spend continues to rise, delivering the leading marketing and advertising solutions have never been more important. Hear how Gannett has been innovating to offer local advertisers more effective and creative ways to connect to its audience in local communities across the country. [READ MORE](#)

Paras Maniar, president local, Gannett / USA TODAY NETWORK

Solutions Stage [READ MORE](#)

Meeting Modern Consumers' Demands for Quality and Convenience

Publishers and agencies must continue to expand the solutions they offer to the SMB market – otherwise, competing providers will overtake their share of marketing spend. Gain an overview of the Broadly Platform and hear a case study about an SMB client that grew revenue by 30 percent in one year using this mobile-first approach.

Chris Deiani, business development, Broadly.com

Email Marketing: Are You Leaving Money on the Table?

Email marketing accounts for \$22B in digital advertising and is the #2 most important form of digital advertising behind social as ranked by SMBs, according to Borrell Associates. We'll take a look at how Site Impact worked with an outlet that needed to increase its NEW customer email reach to find more email recipients that matched the ideal audience by using Site Impact's database of more than 140+ million opt-in email records and more than 750 filters and selects.

Peter Conti, business development manager, Site Impact

Greg Heiman, business development manager, Site Impact

2:15 pm

Break to change rooms

2:30 - 3:15 pm

BREAK-OUT SESSIONS

B2C

Changing the Newsroom Culture to Maximize Reader Revenue

Growing reader revenue takes more than just building a paywall or launching a membership program. Turning readers into subscribers requires understanding audience needs, improving our websites and changing how we talk to and with our communities. It also requires structural, technological and cultural changes in our newsrooms.

What does this "change" look like in the daily operations? It often means much closer cooperation with the other parts of the organization – marketing, audience, advertising, tech – and thinking outside the constraints of how we used to run the business.

Moderator:

Damon Kiesow, Knight Chair in Digital Editing and Production, Missouri School of Journalism

Panelists:

Simon Galperin, business development lead, GroundSource

Celeste LeCompte, vice president, business development, ProPublica

Amanda Wilkins, product manager, McClatchy

B2B

Niche Audience Monetization: Successful Magazine Models Deconstructed

Audience is the name of the game. And, cultivating niche audiences in your local community is a money-making proposition. Join this panel discussion to learn successful models for drawing new, big revenue commitments for local, regional and even national advertisers.

Moderator:

Charity Huff, managing partner, Maroon Ventures

Panelists:

Matt Coen, partner and board member, St. Louis Magazine

Max Freund, managing editor of digital, The Gazette

Danny Pacheco, sales representative, Publication Printers

Solutions Stage [READ MORE](#)

Cleaning Up Your Ad Data Act:

How to Reduce Data Inefficiencies and Drive Revenue

Data is king – and media companies are a treasure trove of data, especially when it comes to the ad tech workflow. In this session and drawing from case studies of media companies that have incorporated Monarch into their internal tech stack as a centralized platform, learn how the platform assists in understanding data across all siloes to drive better content monetization.

Mark Gorman, CEO, Matrix Solutions

How to Use SEO to Enhance Your Core Service Offering

Gain an understanding of SEO, how it fits in the marketplace, its market demand and revenue potential. Discover what other agencies have done to successfully offer and sell SEO to their customers. Case studies will be shared.

Paul Boucher, partner development manager, Boostability

3:15 - 4 pm

R&D BREAK

An opportunity to visit our sponsors and exhibitors!

4:00 - 5:30 pm

GENERAL SESSION

Solving Challenges: How Facebook's Accelerator Programs are Bringing Local Publishers Together to Drive New Business On and Off the Platform

In January, Facebook announced a \$300 million investment in the news industry across news partnerships, programs and content with an emphasis on local news. One component of this is an expansion of the Facebook Local Accelerator pilot, which launched in the United States in 2018 to help local newsrooms with subscription and membership models. This year, Facebook will commit over \$20 million to continue the local Accelerator in the United States and to expand the model globally, including in Europe. Facebook's Anne Kornblut will walk us through how the program works, its goals, results to date and why Facebook is expanding the work to help more publishers globally. Accelerator participants will join her on stage for a conversation to share what they've learned and how its impacted their business.

Anne Kornblut, director of new initiatives, News Partnerships, Facebook

Panelists:

Mark Campbell, chief marketing officer, Tribune Publishing

Kati Erwert, vice president of marketing and public service, The Seattle Times

Yasmin Namini, digital media consultant and Facebook Accelerator Coach

The Best Examples of Innovation in the Newspaper Industry

Learn from the "Best of the Best" as our Innovation Award finalists present their entries, followed by the announcement of this year's Innovation Award recipient.

The Three Finalists:

GateHouse LIVE

presented by **Rebecca Capparelli**, vice president of promotions, and **Lyndsi Lane**, vice president

Statesman Studio (Studio Sessions)

presented by **Scott Pompe**, vice president advertising, Statesman Media & Large Markets, Austin American-Statesman

The Buffalo News

presented by **David Adkins**, vice president of technology

And, the winner is ...

Announced by **John Temple**, director, Investigative Reporting Program, University of California-Berkeley, and chairman, Amuse Labs

Additional judges:

Carol Hudler, founder, Hudler Success Strategies

James M. Moroney, III, publisher emeritus, The Dallas Morning News, and retired chairman, president and CEO, A. H. Belo Corporation

Evening

Dinner on Your Own

Wednesday, February 27

7 - 8 am **CONTINENTAL BREAKFAST IN THE EXHIBIT HALL**

7 - 10 am **TRADE SHOW OPEN**

8 - 8:45 am

GENERAL SESSION

Wednesday Voice Sponsor



How Technology Can Transform Your Customer Experience

To be successful in today's digital landscape, publishers must prioritize the customer experience and pursue a strategy that reduces friction and builds engagement and loyalty among their readers. The Washington Post is the industry standard for this approach, adopting a relentless focus on the customer and becoming one of the most read news brands in the world. Hear about this evolution, as we delve into the in-house technology that powers it.

Scot Gillespie, chief technology officer, The Washington Post

8:45 am

Building and Sustaining Reader Revenue with Subscribe with Google

Learn more about Google's news products and how Subscribe with Google can help publishers convert readers into loyal subscribers and keep them engaged across Google and the web.

Gordon Saft, news product partnerships, Google

9:30 am

Break to select roundtable topic of your choice

9:45 am

ROUNDTABLE DISCUSSIONS

[View topics here](#)

10:30 am

Break to change tables

10:45 am

ROUNDTABLE DISCUSSIONS

[View topics here](#)

11 am - 4 pm

Exhibitor Move-Out

11:30 am

Adjourn

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