

~continued from inside

• **How a Newspaper Drove New \$\$ Through its Archives** *Room A-706*

~With **Brent Carter**, director of business development, Newspapers.com

• **Growing Local and Industry Obituary Revenue with Memoriums.com**

*Room A-707* ~With **Deb Dreyfuss-Tuchman**, executive vice president of sales, Adpay

2:50 TO 3 P.M. Break

3 TO 3:45 P.M. BREAK-OUT SESSIONS

• **How Strong is Your Social Strategy?** *Room A-704* ~With **John Winn Miller**, chief strategy officer, Friends2Follow, and **Elisa DeFoe**, co-founder and vice president of Social ROI, SocialNewsDesk.com

• **Data Drives Dollars** *Room A-706* ~With **Alex Shupp** of GrowthWeaver

• **Event Marketing: Revenue-Building Events for Smaller Newspapers** *Room A-707*

~With **Lu Shep Baldwin**, director of event marketing and educational services, Jones Media

3:45 TO 4:15 P.M. R&D BREAK *Atrium & Atrium Ballrooms B,C*

4:15 TO 4:35 P.M. QUICK BITES: Fast-Take Ideas That Can Improve Your Business

• **Solving the Big Data ROI Challenge: Getting the Right Data for the Right Price** *Room A-704* ~With **Dr. Matt Lindsay**, president, Mather Economics, and

**John Schlender**, digital general manager, Tampa Bay Times

• **How to Drive New Dollars, as You Help Your Advertisers Leverage Their Own Facebook Pages** *Room A-706* ~With **Reinig Morris**, vice president of sales, Friends2Follow

• **Media 3.0: Digitally Transformed Media Enterprise** *Room A-707*

~With **Derek May**, executive vice president, Morris Publishing Group, and

**Rohit Rathore**, senior vice president/business head - media, NIIT Technologies, Inc.

4:35 TO 4:45 P.M. Break

4:45 TO 5:45 P.M. STRATEGY-SHARING BREAKOUT SESSIONS

• **Revenue: How Do We Best Position Print in Today's Media Landscape?**

*Room A-704* ~Facilitated by **Jason Taylor**, president and publisher, The Clarion-Ledger, Jackson, Miss., and East Group regional president of Gannett

• **Talent: How to Find and Retain Good People** *Room A-706* ~Facilitated by **John Greenman**, professor, Grady School of Journalism, University of Georgia

• **Content: How Do We Better Serve Our Subscribers on Multiple Platforms?**

*Room A-707* ~Facilitated by **Tom Silvestri**, publisher, Richmond Times-Dispatch

5:45 P.M. Enjoy dinner in Atlanta!

POCKET PROGRAM SPONSORS



Alliance for  
Audited Media



CONFERENCE ON TWITTER:

#2015MegaConf, @megaconference

Wednesday, February 25

7:15 TO 8 A.M. R&D BREAKFAST *Atrium & Atrium Ballrooms B,C*

7:15 TO 10:30 A.M. TRADE SHOW OPEN *Atrium & Atrium Ballrooms B,C*

8 TO 10:30 A.M. REGISTRATION DESK OPEN *Atrium Foyer*

8 TO 10:30 A.M. GENERAL SESSION *Atrium Ballroom A*

8 A.M. Next Generation Loyalty: Five Aspects of Games to Effectively Recruit and Retain Millennials ~With **Ryan Jenkins**, principal, Next Generation Catalyst

8:45 TO 9:10 A.M. R&D BREAK *Atrium & Atrium Ballrooms B,C*

9:10 TO 10:20 A.M. Let's Discuss Business Models ~With **Jim Moroney**, publisher and CEO, The Dallas Morning News, and **Lisa Reese**, vice president of publishing, Calkins Media

10:20 TO 10:30 A.M. WRAP UP/TAKEAWAYS

10:30 A.M. CONFERENCE ENDS

User Group Meetings

10:45 A.M. - 1 P.M. Leap Media Solutions - User Group Meeting *Room A-708*

10:45 A.M. - 5:30 P.M. Adicio-Annual Client Conference *Room A-703*

POCKET PROGRAM



KEY EXECUTIVES

Mega-Conference

Joining together for media solutions

Marriott Marquis Atlanta | Atlanta, Ga.



A partnership of

INLAND  
PRESS ASSOCIATION

LocalMedia  
association

SOUTHERN NEWSPAPER  
PUBLISHERS ASSOCIATION  
SNPA

{ February 23-25, 2015 }

www.mega-conference.com

## Sunday, February 22

NOON TO 5 P.M. REGISTRATION DESK OPEN *Atrium Foyer*

## Monday, February 23

7 A.M. TO 7 P.M. REGISTRATION DESK OPEN *Atrium Foyer*

10 A.M. TO 7 P.M. TRADE SHOW OPEN *Atrium & Atrium Ballrooms B,C*

10 TO 11:45 A.M. MORNING BONUS SESSIONS *Rooms A-706/707*

10 A.M. **Programmatic Buying Basics** ~With **Kirk MacDonald**, president, Ad Taxi

10:40 A.M. **Programmatic Revenue Trends and Best Practices** ~With **Kirk MacDonald**, president, Ad Taxi

11:20 A.M. **Global Trends and What They Mean to You** ~ **Ben Shaw**, director of global advisory, World Association of News Publishers – WAN-IFRA

10 TO 11:50 A.M. **QUICK BITES: Fast-Take Ideas That Can Improve Your Business** *Room A-704*

10 A.M. **How Media Companies Can Capitalize on Big Data** ~With **Matt Coen**, president and co-founder, Second Street

10:30 A.M. **How to Drive New, Sustainable Ad Investment from Local SMBs** ~With **Hugh Nicholson**, president, US Southeast and Latin America Division, NRS Media

11 A.M. **How to Increase Your ROI for Digital Advertising** ~With **Markus Feldenkirchen**, CEO, ppi Media US, Inc.

11:30 A.M. **Enrich and Monetize Your Entertainment Info for the Mobile Majority** ~With **Matt Voigt**, CEO, saambaa

NOON LUNCH ON YOUR OWN

1-2 P.M. WELCOME/OPENING SESSION *Atrium Ballroom A*

**Into 2015: Relationship Newsonomics and Nine Other Dominating Trends**

~With **Ken Doctor**, media analyst and consultant

2:15 TO 3:15 P.M. BREAK-OUT SESSIONS

• **Classified as a Growth Strategy** *Room A-704*

~With moderator **Tony Lee**, publisher of CareerCast.com and chief alliance officer of Adicio (moderator); **Dana Griffin**, director of special projects, Morris Communications; and **Jim Lawyer**, director of automotive, BestRide, GateHouse Media

• **Ready for Your Closeup: The Elements of a Successful Video Strategy** *Room A-706*

~With **Christy Oglesby**, managing editor for audience growth, Cox Media Group

• **The State of Media Sales: The Top 10 Things Your Sales Execs Care About in 2015**

*Room A-707* ~With **C. Lee Smith**, CEO of Sales Development Services, Inc.

## POCKET PROGRAM SPONSORS



Alliance for  
Audited Media



3-7 P.M. ENJOY A MASSAGE *Atrium Foyer* —Sponsored by **SOCIALNEWSDESK**

3:15 TO 4 P.M. R&D BREAK ~ Visit Mega-Conference sponsors and exhibitors  
*Atrium & Atrium Ballrooms B,C*

4 TO 5 P.M. GENERAL SESSION *Atrium Ballroom A*

**Game-Changer Q&A on Content Monetization** ~With **Ken Doctor** interviewing **Jay Lauf**, publisher, Quartz, Atlantic Media, and **Eric Harris**, chief business operations officer, BuzzFeed

5 P.M. ADJOURN

5:30 TO 7 P.M. WELCOME RECEPTION *Atrium & Atrium Ballrooms B,C* —**Premium Wine Café Sponsor: Brainworks**. Reception sponsors: **Friends2Follow**, **TownNews.com**, **Adicio**, **Leap Media Solutions**, **Seyfarth Shaw** and **Southern Lithoplate**

## Tuesday, February 24

7:15 TO 8 A.M. R&D BREAKFAST *Atrium & Atrium Ballrooms B,C*

7:15 A.M. TO 5:45 P.M. TRADE SHOW OPEN *Atrium & Atrium Ballrooms B,C*

8 A.M. TO 6 P.M. REGISTRATION DESK OPEN *Atrium Foyer*

8 TO 9:15 A.M. GENERAL SESSION *Atrium Ballroom A* —Sponsored by **CIPS Marketing**

8 A.M. **Consumers Love Mobile; Should Marketers?** ~With **Greg Stuart**, CEO, Mobile Marketing Association

8:50 A.M. **The Next Big Thing: Three “Must Do’s” to Allow Innovation in Your Organization—and Why You Want to Do This** ~With **Michael Burcham**, CEO, Nashville Entrepreneur Center and co-chair of the National Advisory Council on Innovation and Entrepreneurship

9:15 TO 9:45 A.M. R&D BREAK *Atrium & Atrium Ballrooms B,C*

9:45 TO 10:45 A.M. BREAK-OUT SESSIONS

• **Native Content on a Shoe String** *Room A-704* ~With **Jaci Smith**, managing editor, Faribault (Minn.) Daily News and Reynolds Journalism Institute Fellow

• **Innovation Workshop** *Room A-706* ~With **Michael Burcham**

• **Don’t Let Dollars Drop Through Your Fingers! Turn Your ‘Advertise with Us’ Pages into Lead Generation Tools** *Room A-707* ~With **Marty Goodnight**, founder of InboundStar

10:45 TO 11 A.M. Break

11 A.M. TO NOON BREAK-OUT SESSIONS

• **The Adventures of Billy Penn** *Room A-704* ~With **Jim Brady**, CEO, Spirited Media

• **Innovation Workshop** (repeat of 9:45 program) *Room A-706* ~With **Michael Burcham**

• **Arming, Incenting and Organizing Your Sales Team** *Room A-707* ~With **Chris Edwards**, vice president of sales and marketing, The Gazette Company, Cedar Rapids, Iowa

NOON TO 1 P.M. LUNCH *Skyline Level* —Sponsored by **Southern Lithoplate**

1:30-5:30 P.M. ENJOY A MASSAGE *Exhibit Hall Booth 209*—Sponsored by **SOCIALNEWSDESK**

1 TO 1:45 P.M. BREAK-OUT SESSIONS

• **Managing Digital Audiences for Engagement and Revenue** *Room A-704* ~With **Mark Medici**, senior vice president of audience strategy / group lead, The Atlanta Journal-Constitution

• **The Newsroom of the Future—Today!** *Room A-706* ~With **Josh Awtry**, executive editor and vice president of news, Asheville (N.C.) Citizen-Times and The Greenville (S.C.) News

• **Print Disruptor** *Room A-707* ~With **Pason Gaddis**, president and group publisher, Florida Weekly

1:45 TO 2 P.M. Break

2 TO 2:20 P.M. QUICK BITES: Fast-Take Ideas That Can Improve Your Business

• **Do You Have Your Digital Customers Covered?** *Room A-704* ~With **Daryl Hively**, CEO and founder, Guarantee Digital

• **Local Media Operation Captures New Dollars with Partnership** *Room A-706* ~With **Tessa Hall**, business development manager, ReachLocal

• **Leveraging Data to Drive Revenue** *Room A-707* ~With **Tom Ratkovich**, managing partner, Leap Media Solutions

2:20 TO 2:30 P.M. Break

2:30 TO 2:50 P.M. QUICK BITES: Fast-Take Ideas That Can Improve Your Business

• **eEdition & Beyond: Evolving Beyond Dumb Content on Smart Devices; Maximizing Your Brand, Your Revenue Opportunity & Your Most Engaged Digital Products** *Room A-704* ~With **Drew Bartlett**, director of product management and marketing, Olive Software

~continued on back