

A flurry of Webinars coming your way*

**And all are FREE to Members!*

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INLAND
PRESS ASSOCIATION

Social Media: The Secret Sauce of Native Advertising

Google's shadowy algorithm hates paid content, which it punishes in search results. Yet done right, local native advertising can be what Google loves: original, local, quality content. This webinar will show how to create native advertising that provides long-tail benefits for your advertisers without getting sideways with Google or other search engines.

Webinar leader: Paul Camp, Chief Evangelist, Content That Works

WEDNESDAY, JAN. 14 | 2 P.M. CST.

Facing Up to the New Facebook Reality

Everyone is talking about the changes Facebook recently announced, but not everyone understands how they will impact their business. Do you really have to "pay to play" now? Will your fans no longer be able to see your posts? How will these changes affect you and your relationship with your customers? This webinar will clarify the challenges—and the opportunities—presented by the Facebook changes.

Webinar leader: Steven Weaver, Founder and CEO, GrowthWeaver LLC

THURSDAY, JAN. 15 | 10:30 A.M. CST

Doing Your Homework Before Every Sales Call

In this 30-minute webinar, sales motivator Mike Blinder will share The Blinder Group's Pre-Call Checklist that lists exactly what you should be doing prior to every media sales appointment. This checklist will prepare you to present a compelling needs analysis—and help achieve a better rapport with the decision-maker. Every webinar attendee will receive this valuable document—prepared by a group that has attracted more than 250 media clients internationally—at no charge!

Webinar leader: Mike Blinder, president, The Blinder Group

FRIDAY, JAN. 16 | 10:30 A.M. CST

No more one-offs! Keeping the business long after the first close

Client churn was not a big deal in the era of high growth and near-monopoly newspapers once enjoyed. Now it's a costly practice that must be eliminated. This webinar will reveal ways to measure and increase account retention, how to evaluate one-offs that might pay off in greater revenue, and how to assess the impact of specific products and combinations of products on retention. Marketing maven Jim Hart will share a dashboard of key metrics that will provide insights not only on the performance of your current sales efforts, specifying which initiatives are working best, but also will often tell you what to do next—and what to stop doing.

Webinar leader: Jim Hart, Partner, DM for Newspapers and Integrated Advertising Solutions

TUESDAY, JAN. 20 | 2 P.M. CST

The Secrets to High-Volume Print & Deliver Selling

If you've ever wanted more single sheet inserts in your products, here's your chance to learn the secrets of high-volume print & deliver selling. While these "secrets" are hidden in plain sight, the key is to leverage several tactics into a much more powerful whole. In this webinar you will learn:

- The five points of leverage that each will *double sales*
- The one thing your sales reps can do on each call that will at least *double the size* of the sale
- Sales collateral material that make it easy to sell on one call
- And much more.

The program this webinar discusses is already in place at over 75 newspapers around the country, generating over *one billion* single sheets a year. Learn how to get your company in on this action.

Webinar leader: Jim Hart, Partner, DM for Newspapers and Integrated Advertising Solutions

WEDNESDAY, JAN. 21 | 2 P.M. CST

Style Points: Understanding and Motivating Workplace Personality Styles

In fashion, you can decide whether you want to stay in style or not. But you're sure to fail if you do this in business.

You need to understand various personality styles and behaviors to be able to connect with them. In this webinar, Dan Chiodo discusses the DISC Assessment, which he uses when coaching executives. This assessment determines peoples' behaviors and motivators, and how they react in normal situations and stressful situations.

This webinar's topics include:

- How to not just communicate, but **CONNECT** with people.
- Why we tend to relate so well to people with styles like our own.
- Why a diversity of styles is important to a newspaper.
- Why you should gather different styles of people in brainstorming sessions.
- How to handle difficult people.

Webinar leader: Dan Chiodo, President, iIMPACT Training & Development

THURSDAY, JAN. 22 | 2 P.M. CST

Back to School: Win-Win Partnerships with University Journalism Programs

As university journalism and mass communications programs increasingly focus on digital media, their students are better positioned to contribute valuable content to community newspapers. Young journalists are being trained to understand all of the components of what makes a strong content package, such as styling storytelling for digital presentation, and the importance of SEO and HTML in building audience. This webinar presents one example from Ohio of a partnership between a newspaper, the Dayton Daily News, and the digitally focused digital media studies program at Wright State University. Learn how publishers partnering with universities can meet their content needs while preparing young journalists for the real world.

Webinar leader: Ray Marciano, Wright State digital journalist in residence and owner of the digital media company Canis Digital; Kelly Hopper, editor-in-chief of DailyFlipz.com, a WSU daily content website; and Ken Paxson, Project Manager/Internship Coordinator, Cox Media Group Ohio

THURSDAY, JAN. 29 | 2:30 P.M. CST

**Webinars are free for Inland members. Members of our co-sponsoring associations—Arizona Newspapers Association, California Newspaper Publishers Association, Florida Press Association, Maryland-Delaware-DC Press Association, Missouri Press Association, Newspapers Canada, Ohio Newspaper Association, Oklahoma Press Association, South Carolina Press Association, and Wisconsin Newspaper Association—get a discounted rate of \$15 per webinar. Non-members are welcome at \$25 per webinar.*

MORE WEBINARS TO BE ANNOUNCED SOON! Contact Patty Slusher at 847-795-0380, or pslusher@inlandpress.org, for more details

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