

Fall publishers retreat

SEPTEMBER 27-28, 2018 - HOTEL LINCOLN, CHICAGO, ILLINOIS



THURSDAY, SEPTEMBER 27

9:00am-Noon Board of Directors Meeting

1:00pm Opening Remarks

1:15pm-2:45pm Leadership Workshop with Jonathan Fanning

Part 1: Who are you becoming as a leader? Hear the simplest and most effective leadership development plan, borrowing powerful and practical lessons from the greatest people in all walks of life.

Part 2: Creative Leadership through Building a Culture of Innovation! Innovation and creativity are absolutely necessary to thrive in business, hiring, motivating, marketing, parenting, educating, coaching- are you and your organization becoming more or less creative? Hear Jonathan's TED Talk on this topic won the best speaker of the conference!

2:45pm-3:15pm Break

3:15pm-4:45pm What Keeps You Up at Night?

Back by popular demand, we will kick off our Publishers' retreat with live Q & A sessions on what concerns you the most about the business we are in. Bring your burning questions and the group will answer with solutions that are working in their respective markets.

5:30pm-7:30pm Group Dinner: Rooftop of Hotel Lincoln

Enjoy beautiful views of the lake and city from the Hotel Lincoln's rooftop party space. Our group dinner, sponsored by Publication Printers, features delicious appetizers, salads, entrees and dessert with a 2-hour premium open bar. After dinner, feel free to go to the 8pm show at the famous Second City Comedy club just a few blocks away and laugh off the calories.

FRIDAY, SEPTEMBER 28

8:00am-9:00am Group Breakfast

9:00am-10:00am Build Your Sales A-Team with Charity Huff

Wanna hit your 2018 stretch revenue goals? You must have an A-Team in your sales organization. You won't find true, sales professionals using recruiting tactics of the past. In this session Charity Huff, 20-year veteran of our industry, will dig into where and how to find, and recruit, the best of the best for your organization.

10:00am-10:15am Break

10:15am-11:15am Audience! Audience! Audience!

What are we selling? Audience! What makes us unique? Audience! Charity Huff will show you how to leverage events and special sections as a way to broaden the conversation with your advertiser, expand the sales team's view of how they can sell the audiences of those programs to a more diverse set of advertisers, and create a multi-media campaign that exposes the advertisers and sales people to a unique way of marketing.

11:15am-11:30am Break

11:30am-12:30pm How to Host Successful and Profitable Events

How do you do a great parenting event while maintaining your sanity without sacrificing in other areas? In this roundtable discussion, hear from panelist how to successfully run events efficiently and profitably. Learn from the masters how to create a budget for an event (large and small), how and when to market the event, how to organize and set up a timeline of tasks for a large and small event, a detailed list of what you need for a large event (parking, signage, volunteers, booths, etc.), how to locate and trade venues and much more! You will not only hear great event ideas, but how to take the pain and add the gain in doing events.

12:30pm-1:45pm Group Lunch

1:45pm-3:00pm What's Working in Your Market?

This moderated session will cover "what's working" in the key areas of sales, audience development, distribution, hiring and expense savings. Will we go around the room and hear about ideas that are taking hold and turning the tide for your business. Please bring 25 copies of any supporting documents you have to share on what's working in your market.

SPEAKER BIOS



JONATHAN FANNING

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Jonathan Fanning is the author of three books and has been coaching leaders – from Fortune 500 executives to sole proprietors – for over 15 years.

If you are familiar with TED talks... Jonathan was voted the best speaker at a recent TED conference.

He has also built several successful businesses, including a national children's fitness franchise, and Entrepreneur Adventure, which helps young people experience business start-up and ownership.

He has inspired and challenged audiences with his message in 49 states and on 3 continents.

Jonathan lives in NY with his amazing wife, Dominika, and two angelic daughters, Ella and Maya.

Please help me welcome Jonathan Fanning!



CHARITY HUFF

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Charity Huff is CEO of January Spring, a digital marketing & advertising agency that partners with niche media companies to make the most of digital.

January Spring helps publishers grow their digital audience and subscribers through social media, e-newsletters, events and website redesigns. As a natural extension of that work, the agency also provides the very best digital and social solutions these publishers can bring to their advertisers.

Prior to starting January Spring with her partner, Shannon McBride, Charity founded and built the advertising analytics platform, Tru Measure, widely used by the US newspaper publishing industry. That business was acquired by McClatchy in 2013.

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