

**2020**

ANNUAL  
CONVENTION

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**FEB. 27 – 28**

St. Petersburg, FL

SIRATA BEACH HOTEL



# THURSDAY

FEBRUARY 27

## 9-11:30AM Optional Workshop: Great Game of Business

As publishers, we are supposed to know business up and down, but do we really know when we are winning? Does your team know how the decisions they make on a day to day basis impact the profitability of your company? Don Harkey, CEO of People Centric Consulting Group will lead publishers through a workshop where participants will discover how they can use their own financial statements to gain insights and how sharing some of the financials might create a new level of engagement and buy in. As a Great Game of Business Certified Coach, Don will show how open book management, MiniGames, scorecards, and even non-sales bonus plans can work together to impact your business. He will also share some financial insights that every publisher should know, but might be too afraid to ask.

(additional fee of \$145 per person)

## 11AM Registration Opens

## 12:30PM Opening Remarks

## 12:45-1:30PM Opening Keynote: How to Make Your Digital Strategy Big Enough to Matter

*Speaker: Speaker: Liz Huff, Second Street*

The media landscape is changing and, as magazines, we need to evolve as well. In this session, Liz Huff will share insights into the biggest challenges publishers are facing today. Discover how to position your magazine for success when you combine both traditional and digital for your advertisers to give them the right solutions. Owning your database is critical to your success. Find out how to leverage first party data to understand your readers, so you can create more conversations, and ultimately drive more revenue so your magazine can come out on top.

## 1:30-2:15PM Roundtable Discussions

Roundtable discussions: Break into groups (Content, Revenue and Audience Development) and discuss with your peers about what's working, what's not working and what's next!

## 2:15-2:45PM Break/Network with Exhibitors

## 2:45-3:30PM Sponsor Showcase Presentations

Hear 10-minute presentations from our sponsors on the latest in CRM, programmatic advertising, website development and more! Cash raffle prizes donated by our presenters!

## 3:30-3:45PM Break

## 3:45-4:45PM Best Ideas!

Hear from members around the country about the best ideas that have driven revenue, saved expenses, helped them make a great hire or launch a new initiative! Each participant will receive a 2020 PMA Best Ideas book.

## 5-7PM Opening Reception at the beach

## DINNER ON YOUR OWN

# FRIDAY

FEBRUARY 28

## 8-9AM Group Breakfast in the Ballroom

## 9-9:45AM Keynote: 7 Digital Strategies for Publishers to Succeed in 2020

*Speaker: Eric Shanfelt, eMedia Strategy*

Publishers are facing increased pressure, but there is also new opportunity for those who can adapt. In this session Eric will talk about the key issues that you need to tackle in 2020 to grow your digital audience and revenue and solidify your publishing business for the future.

## 9:45-10:45AM

## Revenue: How to Get the Most from your Sales Team and Process *Speaker/Facilitator: Don Harkey*

When it comes to working with advertisers, it's complicated! Instead of "in which months do you want to run your print ad?," the questions now become when do you want your web ads to run, your enews ads to run, what do you think of this subject for your content marketing piece, do you want a booth or a sponsorship, etc., etc. How can we organize our sales teams, media kits, sales process, reporting and internal communication systems to make this process seamless, with no dropped ads or sales! And that allows for the salespeople to SELL and not be mired in admin duties. Also hear about ways in which technology can "automate" leads,

generate more leads, make buying easier. Come prepared to contribute your own success with media kit revamps, use of a client services rep and importance of a robust CRM.

## Audience: Joint Session: Amplify Your Social Media Reach Without Spending a Dime

*Speaker: Melissa Chowning,  
Twenty-First Digital*

Social media is among the top ways your most loyal audiences stay connected to your brand. Let's talk about social media platforms, where you'll find your audience (and where you won't) and how to engage your audience on social media in a way that lessens your need to pay for reach. We'll discuss organic social media strategies for content distribution, event marketing and data-based decision making. Topics include: Social posting strategies including copy, engagement tactics and timing; Facebook Groups: how to enter and how to promote; Understanding the type of content that resonates on social with YOUR audience and creating a content strategy focused on that.

## Content: Insights from Mizzou

*Speaker: Reuben Stern, University  
of Missouri School of Journalism*

Our lead awards judge and emcee on the state of editorial mix PMA publications are presenting and how we can improve and upgrade.

## 10:45-11:15AM Break/Network with Exhibitors

## 11:15-12:15PM

## Revenue: Beyond the Banner: How to better monetize your digital products

*Panel: David Walsh, Web Publisher  
Pro, Kenny Katzgrau, Broadstreet  
Ads, Eric Shanfelt, eMedia  
Strategist*

So your website isn't helping create the income you need? Whether you have lots of digital traffic or "not really," there are unique ways to make the most of what you do have. These experts will share case studies and practical ideas to get the most from your digital assets. Among the discussion will be sponsorships, content marketing, directories, programmatic, lead generation and calendar listings. Come prepared to share your own success stories.

## Audience: Use Social Media to Tell the Story of Your Brand

*Speaker: Joy Mayer*

What's your brand narrative, and how are you reinforcing it day to day? Every social post can be an invitation for the public to learn what motivates your work and what makes it credible. And if you're not paying attention (especially to the comments), you run the risk of letting the audience control your narrative. Let's talk about using social media proactively to build trust and tell the story of your work.

**Content: Diversity in Parenting Publications**

**Speaker: Monique Welch, Tampa Bay Times**

Our audiences are diverse but are we? How do we meet the needs of POC without pandering? How do we find writers who are diverse and can address topics from a different perspective?

**12:15-1:30PM Group Lunch at the Beach**

**1:30-2:30PM**

**Revenue: JOINT SESSION: How to Monetize "New" Verticals (and revitalize old ones!), Part 1**

**Speakers: Second Street, Site Impact, January Spring**

Frustrated that you don't get money from certain verticals such as travel, health care and senior care? Interested to learn about dynamic verticals that you should explore? Want to revitalize your offerings to get new money from "old" verticals such as education, parties and pregnancy/baby? Wondering how to engage new audiences and drive event attendance? Hear from experts as well as PMA members who are combining unique uses of print, editorial and advertorial, distribution, promotions, events, digital and programmatic to increase the revenue from new or revitalized verticals.

**Audience: Joint Session with Revenue**

**Content: The Changing Face of Grandparents**

This generation of grandparents is more involved than ever before and they spend about \$50 billion a year on their grandchildren. If you aren't directing editorial content to grandparents, you need to attend this session. Christine Crosby, Founder and Editorial Director of Grand Magazine and grandparents.com will explore the changing face of grandparenting and show attendees how they can reach an entirely new new audience—grandparents—with fresh and interesting editorial content.

**2:30-3PM Break/Network with**

**Exhibitors**

**3-4PM**

**Revenue: How to Monetize "New" Verticals (and revitalize old ones!), Part 2**

**Speakers: PMA panelists**

Hear from a panel of PMA members who have ventured into new or revived verticals, including Mary Cox of Indy's Child ("Grands" ancillary); Joylyn Niebes of Dallas Child ("Mom Approved Docs" program/health); Dan Payomo of Bay Area Parent (special needs digital edition and now a print ancillary); and Ron Epstein of LA Parent (travel ancillary). They'll bring their best practices; you bring your questions!

**Audience: New Ways to Engage & Build Your Audience**

**Speaker: Melissa Chowning, Twenty First Digital with PMA panelists**

We need to think creatively when it comes to self-promotion and building audience! First, Melissa Chowning will discuss successful event marketing, from your initial invitations to the end result. Second, Kirsten Holder of MetroFamily Magazine will introduce us to "influencer marketing"—what it is, and, how can you use influencer marketing to build your own audience development strategy. Finally, Lisa Goodlin of Broward Family Life will talk about their Birthday Party Club, a promotion that has helped this publication get to know its audience better and build bridges between clients and community members.

**Content: No More Fluff!**

**Speakers: Kathleen McGrory,**

**Tampa Bay Times and Mark Friedman, Arkansas Business**

A discussion about how parenting publications can go beyond the "fluffier" pieces and reach the needs of our communities with harder-hitting investigative pieces.

**5:30-6:15PM Cocktails/Red Carpet**

**6:15-7:30PM Buffet Dinner**

**7:30-9PM Awards Banquet**

**SATURDAY**

**FEBRUARY 29**

**Breakfast on Your Own**

**9:30-10:30AM**

**Roundtable for Small Team/Small Circulation Publishers**

If you're stretched to the limit and wondering how you can possibly add all of the good ideas you got from the conference to your already-full plate, this session is for you! Let's share the tips and tricks that really help us run our small publications smoothly, efficiently, and profitably.

**Wrap-Up Roundtable**

Join other mid and large size publishers for a wrap-up on how you have been inspired, how you plan to implement the ideas learned during the conference and new initiatives you plan to launch in 2020.

