



**PARENTING MEDIA
ASSOCIATION**

**ANNUAL
CONFERENCE**
2021

NOVEMBER 14-16

ST. PETE BEACH, FLORIDA

WELCOME



Meeting Chairs:

Alexis Bourkoulas, *Metro Parent + Chicago Parent*

Lisa Goodlin, *South Florida Family Life*

Brad Mitchell, *Northeast Ohio Parent*

Ron Epstein, *LA Parent*

Brandon Foreman, *Baton Rouge Parents*



SCHEDULE AT A GLANCE

SUNDAY, NOV 14

1-1:15pm	Opening Remarks
1:15-2pm	Are You Running a Smart Business?
2-3pm	Employee Engagement and Retention
3-3:30pm	Refreshment Break
3:30-4:15pm	Staffing/Org Charts: Who Does What?
4:15-5pm	Digital Editions, Distributions and Dedicated Email
5:30-7pm	Opening Reception at the Beach

MONDAY, NOV 15

8-9am	Breakfast
9-10am	Dynamic Duos
10-11am	Digital Sales + Marketing
	Navigating the Editorial/Sales Minefield (Editorial session)
10:45-11:15am	Refreshment Break
11:15am-12pm	How to Start and Succeed With Sponsored Content Marketing
12-12:30pm	The Campaign Planner: Get rid of the sales sheets, special packages, and all the excuses
12:30-1:30pm	Lunch
1:30-2:15pm	Events & Sponsorship Sales
1:30-2:45pm	Freelancers Aren't Free – And Neither Is Your Time
2:15-2:45pm	How to Use Reports and Case Studies to Retain and Grow Revenue
2:45-3:15pm	Refreshment Break
3:15-4:30pm	Best Ideas Roundtable
5:30-7pm	Awards Cocktail Reception & Banquet
7pm	Awards Ceremony

TUESDAY, NOV 16

8:30-9am	Continental Breakfast
9-10am	Lessons Learned
10-11am	Onward and Upward

NOVEMBER 14, 2021

PUBLISHER'S TRACKS

1-1:15pm

Opening Remarks

1:15-2pm

Are You Running a Smart Business?

This panel discussion will kick off with three publishers revealing how they are positioning (or repositioning) their business for the future. Discussion points include:

- Digital First Approach
- Custom Media
- Why Print Still Works

SPEAKERS: Alexis Bourkoulas of Metro Parent and Chicago Parent, Mary Cox of Midwest Parenting and Jeni Mann of Mid-Atlantic Media

2-3pm

Employee Engagement and Retention

While the pandemic has created a lot of challenges for publishers, the Great Sansdemc (workforce shortage) has the potential to create an even bigger challenge ... and opportunity. Don Harkey, CEO of People Centric Consulting Group, will share systems you can install that can earn employee engagement and boost retention while also creating a high-performance culture.

SPEAKER: Don Harkey of People Centric Consulting Group

3-3:30pm

Refreshment Break

3:30-4:15pm

Staffing/Org Charts: Who Does What?

You've laid your growth plans. Now who will do the work to make them successful? Whether you are launching a podcast, adding more events, or starting a content marketing division, it all takes talent. This session will give an inside look at the skill set it takes to run parenting media companies of all sizes, from the smallest towns to the biggest cities. **SPEAKERS:**

Sarah Taylor of MetroFamily Magazine, Ron Epstein of LA Parent and Stacy Nicolau of Neapolitan Family

4:15-5pm

Digital Editions, Distribution and Dedicated Email

In this roundtable discussion, publishers will discuss the three D's they use to get their print and digital products in front of their target audience, including how best to use third-party lists to expand your audience. Come with your ideas and be ready to share!

5:30-7pm

Opening Reception at the Beach

NOVEMBER 15, 2021

8-9am

Breakfast

9-10am

Dynamic Duos

Hear from PMA members on how they are teaming up with our Associate Members to drive revenue, create inbound sales leads, extend and monetize a new audience, engage readers with contests and much more!

10-11am

Digital Sales + Marketing

Learn tips & trends for navigating the digital conversation with your clients. Everyone wants to talk the digital talk, but with so many buzzwords flying around how can you keep from getting tongue-tied? Hear from a leading digital authority on how to keep the digital conversation simple, shape your clients' expectations of what digital marketing can do for them and why their Happy Father's Day post on social media isn't doing well.

SPEAKER: Aly Smith of Flex 360

Navigating the Editorial/Sales Minefield (Editorial session)

Editors and creative content creators, you play a pivot role in reaching our audience through your authentic and engaging voice. The reality is that the sales teams and publishers need you and your expertise. Let's talk about how to best work together without losing our editorial integrity.

MODERATORS: Betty Casey of TulsaKids and Elena Epstein of LA Parent

10:45-11:15am

Refreshment Break

11:15am-12pm

How to Start and Succeed With Sponsored Content Marketing

In this session, hear the step-by-step process of how to create a small, medium or large content creation studio. Learn the formula that *Metro Parent* and *Chicago Parent* use for content success, best practices and best vertical fits for sponsored content.

SPEAKER: Julia Elliott of Metro Parent

12-12:30pm

The Campaign Planner: Get rid of the sales sheets, special packages, and all the excuses

Learn how to build campaigns instead of short-term contract sales, show prospects everything from a print ad to a billboard to a rotating digital ad on the same page. Discover how to let advertisers have fun spending "bonus buy dollars" while raising your the annual contract value for each advertiser. Turn your sales team into an all-star selling machine faster than ever.

SPEAKER: Brandon Foreman of Baton Rouge Parents

12:30-1:30pm

Lunch

1:30-2:15pm

Events & Sponsorship Sales

Hear case studies of publishers that are leaning into events, selling new sponsors and then join the roundtable discussion on events in your market too! **SPEAKERS:** Brad Mitchell of *Northeast Ohio Parent*, Steff Liston-Holtrop of *'Hood Magazine* and Lisa Goodlin of *South Florida Family Life*

1:30-2:45pm

Freelancers Aren't Free – And Neither Is Your Time

Do you have trouble finding and/or retaining good writers? Are you spending your days rewriting everything? Are deadlines mere suggestions? In this session, we'll have an honest talk about all the moving parts of working with writers, including finding them, paying them and communicating with them. From assignment sheets to writers' guidelines, be prepared to share your best solutions for getting quality content (and minimizing stress).

MODERATORS: Betty Casey of *TulsaKids* and Elena Epstein of *LA Parent*

2:15-2:45pm

How to Use Reports and Case Studies to Retain and Grow Revenue

Selling multi-media campaigns is complex enough, but how do we prove ROI for easy campaign renewals and growth? In this session, learn which metrics should be reported; how to create visually appealing reports, how reports should be delivered and why case studies in aligned verticals can make selling easy.

SPEAKERS: Brandon Foreman of *Baton Rouge Parents* and Charity Huff of *January Spring*

2:45-3:15pm

Refreshment Break

3:15-4:30pm

Best Ideas Roundtable

In this extended version of Best Ideas, hear in greater detail how *Northeast Ohio Parent* rolled out hyperlocal, community focused special sections to drive readership and revenue. Learn how *Neapolitan Family* created an activity guide that that is profitable and easy, and many more great ideas from PMA publishers!

5:30pm

Awards Cocktail Reception & Banquet

7pm

Awards Ceremony

T U E S D A Y

NOVEMBER 16, 2021

8:30-9am

Continental Breakfast

9-10am

Lessons Learned

Did you ever have a great idea that flopped? Share your lessons learned and what you would do differently next time. And you never know, your great idea might work in another market or just need a tweak for a fresh approach.

10-11am

Onward and Upward

Let's dream big! What's on your wish list for the next 1-2 years? What do you wish to do bigger, better? Or maybe you want to go smaller, more niche? If budgets weren't an issue, what new program would you launch? What changes would you implement? **MODERATOR:** Ron Epstein of *LA Parent*

SPEAKER BIOS



ALY SMITH

*Digital Marketing Manager
+ Lead Strategist at
Flex360*

Aly is the Digital Marketing Manager and Lead Strategist for one of the oldest Digital Marketing agencies in Arkansas, Flex360. Aly has represented clients in a variety of industries from mom & pop laundromats to global telecommunication companies. During the past 5 years, Aly has not only helped her clients expand their businesses and grow their revenue but has helped her agency grow their digital revenue by more than 650% percent as well. Aly has built, executed, and shown ROI for digital campaigns around the globe, and now is helping other media companies hone their skills for offering digital solutions to their clients.



DON HARKEY

*Owner and CEO of
**People Centric
Consulting Group***

Don Harkey is the CEO and Founder of People Centric Consulting Group in Springfield Missouri. People Centric helps organizations and their leaders to become the best versions of themselves through systems that support the creation of a strong culture. Don holds a B.S. in Chemical Engineering from the University of Nebraska-Lincoln and spent 10 years working for Fortune 500 companies (Archer Daniels Midland and 3M) before taking a leap into the world of management consulting. During the pandemic, Don discovered a new passion for Zoom calls, ordering on Amazon, and Old Fashioneds.

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