

parenting**media**
association



ANNUAL CONFERENCE

NOV 11-13, 2022

DENVER, COLORADO

FRIDAY

NOVEMBER 11, 2022



8-10AM

Board of Directors Breakfast + Meeting

1-1:15PM

Opening Remarks

1:15-2:30PM

How to Build Your Online Brand

LinkedIn continues to be the premier social networking platform, yet many PMA publishers focus on Facebook and Instagram to drive social engagement. Uncover the secrets for maximizing your reach, establishing a strong brand and a professional reputation. In this session, we will focus on expanding your online presence by extending your efforts beyond Facebook and Instagram to reach a new audience on LinkedIn including the secrets of the LinkedIn algorithm and what actions will immediately drive engagement and reach. Learn how these very specific efforts can drive engagement with out an increase in cost or time. **Speaker:** Richard Bliss of Blisspoint Consulting

2:30-2:45PM

Break

2:45-3:45PM

3 Reasons You Aren't Making Your Sales Goal

In this session, we will cover the science and logic behind the most effective prospecting strategies that get results. Hear how the use of outdated sales training methods and sales coaching methods could be robbing you of market share and what to replace those with to hit your numbers. You will leave with a full understanding of the ever-changing market dynamics that are at play and why (if you're not careful), you and your sales teams could become "old news." **Speaker:** Mario Martinez of Vengreso

Tackling the Daily Stressors in Media & Publishing

We put a lot of unnecessary pressure on ourselves to appease others. At work, home and in our social circles—we often push aside feelings of hopelessness and exhaustion just to get through the day. We also convince ourselves that being rundown is a sign of weakness; and we hope no one notices. This seminar tackles the never-ending issue of daily stressors in the publishing and media profession. Key Points will include: signs that you are doing too much, the impact of "doing it all", how to manage being a public figure in your community, recognizing if you're a people pleaser and practical tips to slow down and manage everyday stress. **Speaker:** Kerrie Lee Brown of RedLily® Media

3:45-4PM

Break

4-5PM

3 Ways to Prospect Smarter and Better

Mario will teach you about acceptable vs. unacceptable messages, best practices to ask for referrals, tips to make your LinkedIn profile stand out and give you a great free tool to increase your productivity. **Speaker:** Mario Martinez of Vengreso

4-5PM

The SEO to First Party Pipeline, and Everything in Between

In this session we'll make the valuable connections between user discovery of your content and website through search and your email and first party data growth strategies. Search traffic is high intent and is the perfect opportunity to build a relationship with a new visitor. We'll also cover how to convert more of your audience members into members of your email database and grow the amount of first party data you have on each. **Speaker:** Ash Considine of Twenty First Digital

5-6:30PM

Opening Reception

SATURDAY

NOVEMBER 12, 2022



8-9AM

Group Breakfast

9-10AM

Print is NOT Dead

Hear from 3 PMA publishers that are seeing significant growth in print and what they are doing to continue building on the power of print. **Panelists:** Brad Mitchell of Northeast Ohio Parent, Brandon Foreman of Family Resource Group and Mary Cox of Midwest Parenting

10-10:45AM

Pillars of Success – Strengthening Your Leadership in 2022

Today's leaders face challenges that stretch beyond service, development, and profitability. They must prepare for issues of managing a hybrid work force balancing priorities, recruitment and retention concerns, and more. Business leaders must create new strategies to ensure their teams and employees remain connected, collaborative, and engaged. This self-reflective program illuminates the three key pillars of leadership, empowering leaders to hit "refresh" on the way they lead. Participants will connect their competencies in each pillar with the performance and behaviors of those reporting to them. These insights will pave the way for lasting changes and stronger, healthier teams. **Speaker:** Candice Gottlieb-Clark of Dynamic Team Solutions

Overcoming Objections Sales Roundtable

A group discussion on the most common objections to closing the sale and how PMA members are overcoming them. **Moderators:** Jeni Mann of Mid-Atlantic Media and Lisa Goodlin of South Florida Family-Life

10:45-11:15AM

Refreshment Break/Network with Exhibitors

11:15-11:45AM

Using Real Data to Create Omni-Channel Excellence

Omeda opens the vault on their billions of audience data points to show actionable insights and tips to get the best performance out of your digital ad campaigns. VP of Customer Success, Tony Napoleone, goes into industry email benchmark, reporting and the optimal web modal setup. **Speaker:** Tony Napoleone of Omeda

What's Working in Digital Sales

Jamie Butow of January Spring will lead us in a discussion on what's working in digital sales including how to ask for bigger, longer contracts, incorporating your own audience into every digital sale, selling streaming TV and more! Bring your own success stories to share with the group.

Speaker: Jamie Butow of January Spring

11:45-12:30PM

Good Leader's Cheat Sheet for Handling Conflict in the Workplace

Opportunities for conflict are everywhere you look: from simple differences in personality and communication styles, to the divides caused by generational differences and deeply held beliefs around sex, race, and politics. Throw in a little remote work, and even the most successful leaders can find themselves losing focus on important goals when minor issues explode into a time-consuming crisis. When left alone, conflicts – big and small – undermine the very foundation of your organization. It's time to learn a few simple communication strategies to navigate conflict with ease and success. **Speaker:** Candice Gottlieb-Clark of Dynamic Team Solutions

The Integral Relationship of Editorial & Art

One of the pertinent aspects of running a magazine is the flow between art and edit. Both departments are crucial to the overall production process and creation of the publication. This seminar tackles the integral relationship between the two departments and ways to creatively engage your readers. Key points will include: the editorial and designer's dance, choosing photos that make an impact, utilizing graphics, charts, cover trends, pop ups, sidebars and interactive elements on your pages, the impact of social media and video on digital publications and practical tips to appease the art/edit dynamic. **Speaker:** Kerrie Lee Brown of RedLily® Media

12:30-2PM

Group Lunch and Dynamic Duo Presentations

2-2:45PM

Increasing Sales, Improving Leadership and Maximizing Profit

How good are you at conveying your unique selling position (USP)? How can you convert digital advertisers to print and print advertisers to digital? Learn how to update your sales toolkit, keep sales goals simple and generate the most revenue on what you offer by improving your sales leadership skills and allowing your sales reps to be the hunters they were born to be!

Speaker: Stewart Day of Day Communications

Localizing Content

As members of the media, we are constantly challenged with the notion that covering national content keeps our publications relevant. But does it really? From school shootings and mental health awareness to mandated vaccinations, does mainstream content enhance or dilute edit? This seminar tackles the pertinent question: Are storytellers obligated to relay national messages to readers? And if so, how? What is a storyteller? Topics include: issues that might arise covering national content, working in a field that deems us as experts (the "being an authority" cloud), tips to cover national content in a way that serves your readers, how to stay relevant in the service industry. **Speaker:** Kerrie Lee Brown of RedLily® Media

2:45-3:30PM

Best Ideas

Hear the Best Ideas from 2022 and take home a digital book of ideas to try in your market!

3:30-4PM

Refreshment Break/Network with Exhibitors

4-4:45PM

The Roadmap to SEO Success - Level Up Your Content Strategy

You can't have an SEO strategy without great content. Learn how making simple changes to your website content and its structure can greatly increase your pageviews year after year. **Speaker:** Wendy Hasser of Midwest Parenting

Digital Sales Roundtable

Hear from PMA members on how they are feeding the "digital beast" and also how some members are streamlining digital opportunities to keep it simple and stay sane! **Moderators:** Ron Epstein of L.A. Parent and Patrick Pacheco of Family Resource Group

6-7:30PM

Cocktail Reception and Awards Banquet

7:30PM

Awards Ceremony

SUNDAY

NOVEMBER 13, 2022



8:15-9AM

Continental Breakfast

9-9:45AM

Publisher's Roundtable

Publishers meet up to discuss trending topics and what's next.

Sales Roundtable: Time Management

Sales people meet up to talk about how to streamline their prospecting, sales and fulfillment process to save time.

Keeping It Fresh Roundtable

Camps, schools, extracurricular activities, holidays, readers' choice awards – we all have editorial content that could use a refresh. What unique angles are there for summer camp articles? Are there topics that you're not covering during the holidays that may engage your readers in new ways? What topics are parents interested in regarding their children's education? Get together with your fellow editors to brainstorm new ideas for old content.

Moderators: Betty Casey of TulsaKids and Elena Epstein of L.A. Parent

SPEAKER BIOS



RICHARD BLISS

Richard Bliss is a LinkedIn Top Voices Influencer, an experienced executive communications manager, and a social media coach. He has helped thousands of people master social media tools and become fluent in social conversations, building their platforms and confidence to effectively reach their audience, define their brand vision and strategies, and develop high-caliber sales teams. He shifted his attention to social media when he founded the podcast *Funding the Dream*, which became a leading voice in the crowdfunding space. Today, Richard continues to empower others through his weekly newsletter and podcast, which reach over 45,000 subscribers.



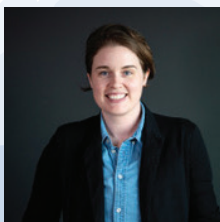
KERRIE LEE BROWN

Kerrie Lee Brown is an award-winning journalist, magazine editor, speaker and mom of two based in Denver, CO. After a successful career at the helm of various lifestyle publications in the health, wellness, luxury, interior design and parenting arena, Kerrie Lee is now the Founder & CEO of RedLily Media*. Under the RedLily* umbrella, she publishes RedLilyLife.com, a unique storytelling platform where writers and non-writers from all walks of life share their real-life stories of struggle to strength. She also coaches aspiring journalists on the importance of personal branding and helps new authors through the book publishing process.



JAMIE BUTOW

Jamie Butow is January Spring Sales Director who has been working in local media since the beginnings of digital media. For the past decade, she's focused on the constantly-evolving landscape of digital media and the relationship-building aspect between publications/platforms and the audience. She has a Bachelor's degree in journalism, a Master's degree in media psychology, and loves nothing more than a warm day with an ocean view.



ASHLEY CONSIDINE

Ashley Considine, senior strategist and COO of Twenty-First Digital, has been working in publishing for more than 14 years and previously worked in audience development for notable publishing brands such as *D Magazine*, *D Business*, *Hour Detroit*, *Detroit Home*, and more. She has a passion for data-driven marketing and working with brands to establish practices and processes to attract, convert and sell products to their audiences. As the lead email and database marketing expert for Twenty-First Digital, Ashley has helped migrate over 25 brands onto the HubSpot marketing platform... and counting!



CANDICE GOTTLIEB-CLARK

Candice Gottlieb-Clark, author of the best-selling leadership book, “Find, Fix, Fill Your Leadership Gap”, is a renowned business advisor, coach, and conflict management specialist. As the founder of Dynamic Team Solutions, Candice and her team of experts help organizational teams and leaders across all industries to strengthen the workplace through enhanced communication, attuned leadership, and healthy conflict management. Candice is a much sought-after speaker on topics including Leadership, Communication, Conflict Management, and Team Dynamics, and Candice has been published in numerous business and professional journals, including *Business Insider* and *Forbes* where she serves as a contributing writer.



MARIO MARTINEZ

Mario Martinez is the CEO and founder of Vengreso. He spent 97 consecutive quarters in B2B sales and leadership. In 2021, he earned the number one spot on the Top Most Influential Business Leaders by *Beyond Magazine*. He is one of the 20 sales influencers invited to appear in the Salesforce.com documentary *The Story of Sales*. He was also named among the Top 10 Sales Influencers by *The Modern Sale* magazine and Top 25 Most Influential Inside Sales Professional. Mario is also the host of the popular *The Modern Selling Podcast*.



TONY NAPOLEONE

Tony Napoleone is the VP of client experience at Omeda, the industry’s leading all-in-one data management platform helping publishers and media companies effectively manage, activate, and monetize their first party data. Tony’s role overseeing the client success, support, and marketing teams is to help media companies monetize their data, grow their audience, and implement new technology and products with new and innovative strategies and insights. Tony and his teams work closely with digital revenue, marketing, and technology leads at their clients to take a non-traditional look at their business to better position themselves for future market opportunities.

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