

PARENTING MEDIA ASSOCIATION

ANNUAL CONFERENCE 2023



NOV 2-3

CHICAGO, ILLINOIS



8-10AM

Board of Directors Breakfast + Meeting

NOON-1PM

Welcome Back Lunch

1-1:15PM

Opening Remarks

1:15-2:15PM

Leveraging the Transformative Power of AI for Publishers, Editors, Developers, and Sales

AI will transform operations at companies of all sizes. Its power goes far beyond the classic example of generating text — and extends to the most overlooked areas of a publisher's day-to-day operations. With that said, its applications aren't always immediately obvious. This session will walk through the usage of the freely available ChatGPT and select AI-powered tools to provide some particularly impressive and role-specific use cases that should absolutely be leveraged by your team to save time and reduce internal bottlenecks. * **SPEAKER:** *Kenny Katzgrau of Broadstreet Ads*

2:15-3:15PM

From Good to Great: Mastering SEO and Content Creation Using AI Tools

Learn how to take your content from good to great by using AI tools to optimize existing articles on your website. We will discuss strategies and techniques to identify underperforming content and leverage AI-powered tools to analyze and optimize it for improved search engine rankings. By harnessing the power of AI technology, you can uncover hidden opportunities within your website, improve its visibility, and ultimately drive more organic traffic to your web pages. * **SPEAKER:** *Wendy Hasser of Midwest Parenting Publications*

3:15-3:45PM

Refreshment Break/Network with Exhibitors

3:45-4:45PM

Staffing for Success

PMA publishers share how they are bulidling a team- whether full time/part time employees or a team of freelancers- to succeed in the critical areas of their business. We will also share ideas for incentivizing sales people, how to train sales people with no experience, how to delegate more to the "next gen" to free up time for things that publishers want to do the most and more!

* **MODERATOR:** *Mary Cox of Midwest Parenting Publications*

3:45-4:45PM

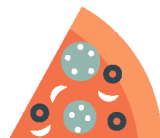
Level Up Your SEO: Keyword Research 101

Discover how to identify and target good keywords, creating content that aligns with your audience's interests. Boost your website's visibility and rankings by understanding the power of effective keyword research. Learn how to take your SEO strategy to new heights and achieve success online.

* **SPEAKER:** *Wendy Hasser of Midwest Parenting Publications*

5-6:30PM

Opening Reception



8-9AM

Group Breakfast

9-9:45AM

Best Ideas

Hear the best ideas from 2022-23 from your fellow PMA members. As always, you must submit an idea to participate in this session.

9:45-10:15AM

6 Actionable Ways to Manage Your Audience Growth Costs

Learn how to grow, engage, monetize your audience without breaking your budget. *** S P E A K E R :** *Tony Napoleone*

10:15-10:45AM

Refreshment Break/Network with Exhibitors

10:45AM-12:15PM

Digital Workshop with Shannon Kinney of Dream Local

* Top 3 Trends that will Make or Break Your Digital Growth and How to Increase Digital Profit Margins

Hear about industry trends that matter, what to focus on and what to leave behind, including creating solutions that drive first party data collection, understanding which metrics matter, how to leverage your team's talents, when to outsource and how to increase digital profit margins.

* Serving Your Customers: 5 Ways to Increase Client Satisfaction

In this session, hear what SMBs want, what they need and how you are uniquely qualified to serve them. Learn to maximize your assets and increase client satisfaction by driving high ROI's.

* Increasing your Digital Marketing Services Closing Ratios

How can you differentiate your digital marketing services from the competition and standing above the crowd? Learn how to arm your sales team, effective strategies for combining print and digital solutions and how to generate inbound leads.

12:15-1:45PM

Group Lunch + Dynamic Duo Presentations

1:45-2:45PM

10 Creative & Practical Ways to Grow Your Audience and Sponsored Content Revenue

Zoe Communications (owner of Chicago Parent, Metro Parent and Zoe Marketing and Communications) has spent the last few months overhauling its content marketing and audience strategies in an effort to accelerate its revenue and readership across numerous platforms. David Arkin, a digital media consultant, who has been embedded with the team through this process, will share how they've reimaged their client journey, improved the content they're creating for advertisers and how they are significantly growing their website, social media and newsletter audiences through current and new verticals. David will share some of the more practical ideas that have come out of the work he's doing with Zoe and how publishers of all sizes can implement them.

*** S P E A K E R :** *David Arkin of David Arkin Consulting*

2:45-3:15PM

Refreshment Break/Network with Exhibitors

3:15-4:15PM

Print Sales Strategies

Attendees will discuss print and digital sales strategies that are working and what's next. * **MODERATOR:** *Jeni Mann of Mid-Atlantic Media*

3:15-4:15PM

Editorial Roundtable

Attendees will discuss editorial strategies that are working and what's next. * **MODERATOR:** *Elena Epstein of LA Parent*

3:15-4:15PM

Super Small Publishers Roundtable

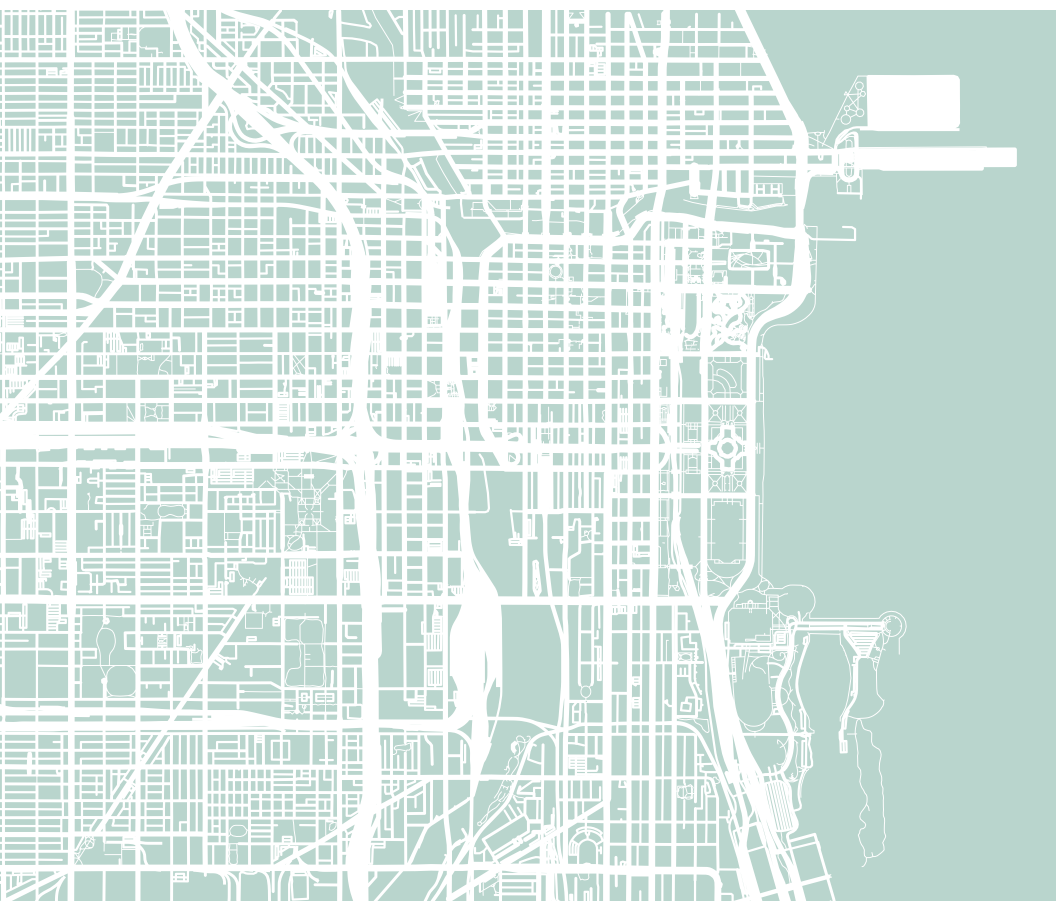
Attendees with small staffing counts meet up and discuss strategies that are working and what's next. * **MODERATOR:** *Andrea Breznay of Monterey Bay Parent*

5:30-7PM

Cocktail Reception + Awards Banquet

7:00PM

Awards Ceremony





S P E A K E R S

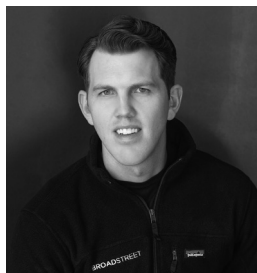


DAVID ARKIN is the owner of David Arkin Consulting, which provides fractional digital audience and revenue leadership, branded and organic content strategies and creation and tech stack guidance for media companies.

In his 25-year career, David Arkin has built a wealth of experience serving as a reporter, editor, director, consultant and executive for newspapers, magazines, television stations, media associations and news start-ups. He has developed high-quality content and built transformative digital strategies that led to significant audience growth, new revenue streams, and improved processes and technology for family-owned companies, brands and large media organizations. A nationally recognized audience leader, David has led content for some of the country's largest news organizations and even built his own media business from scratch. He has been named the Digital News Innovator of the Year by the Local Media Association, led numerous newsrooms to national journalism awards and has served on national industry boards like the Associated Press Media Editors and the Local Media Association Foundation Board.



WENDY HASSER is the Chief Digital Officer at Midwest Parenting Publications and has been keeping up with the rapidly changing digital world for over 12 years. As a self-taught millennial, Wendy has cultivated her expertise through trial and error, continuously refining her digital strategies to keep pace with the ever-evolving digital landscape. Her expert Googling skills enable her to stay ahead of changing digital trends and effectively implement new ideas. Drawing on her firsthand experience as a mother of two, Wendy deeply understands the key PMA audience, enabling her to develop content that truly resonates with modern parents.



KENNY KATZGRAU is CEO of Broadstreet and Publisher of Red Bank Green. He's a developer formerly of Mozilla and Yahoo, working to help publishers build robust ad tech stacks, strengthen media kits, and automate as much as possible through off-the-shelf tech, scripting and AI. His 2018 whitepaper, Ten Advantages: How Magazines and Hyplocal News Will Win in the Era of Google and Facebook, drew national attention when it was subpoenaed by Google in the federal antitrust case.



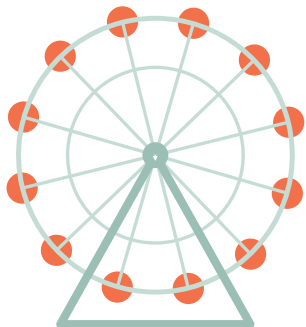
S P E A K E R S



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.



SHANNON KINNEY is a seasoned startup founder and executive with over 25 years of experience in digital marketing. She has been at the forefront of digital transformation for media companies since 1995, and has consulted with and presented to media companies large and small worldwide. She is considered a thought leader in the on-line space, and is a highly sought after keynote speaker, advisor and consultant. With deep experience in sales, marketing, online product development and leadership, this is her third nationally-scaled digital marketing solution company. She founded Dream Local Digital in 2009 "to bring the power of online marketing to small and medium sized businesses," and also to master the craft of how to make SMBs successful on social media.



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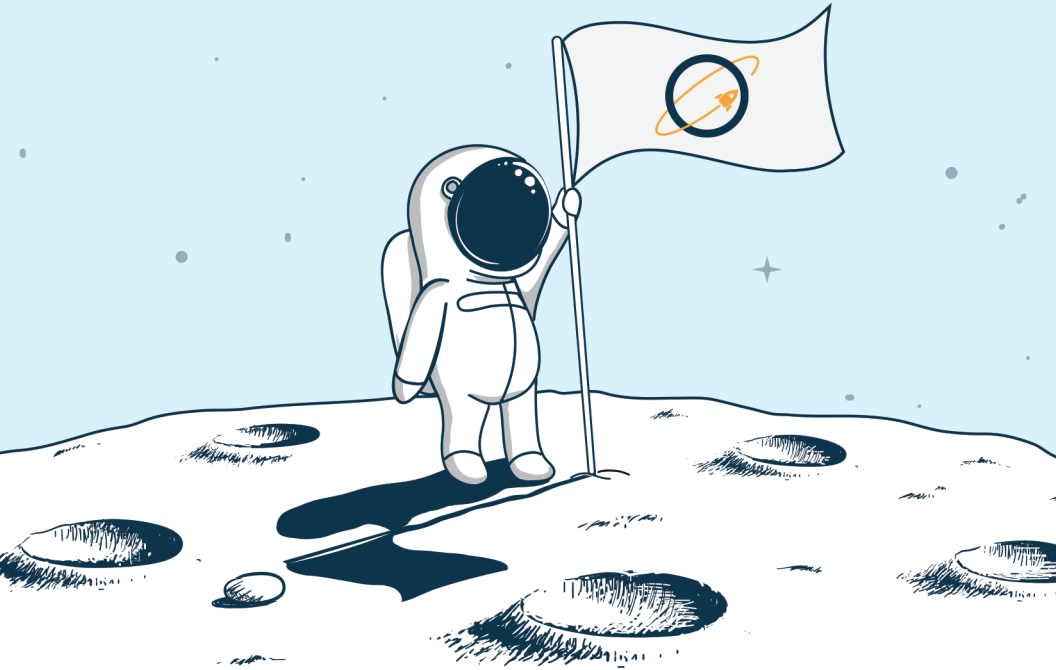
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Welcome Back Lunch Sponsor



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