

PMA ANNUAL CONFERENCE

CHICAGO

OCTOBER 17-18, 2024

Hilton Garden Inn Downtown/Magnificent Mile



THURSDAY, OCTOBER 17

8-10:00AM

Board of Directors Meeting

10:30AM

Registration Opens

11:15AM-12:00PM

First Timers Roundtable with the PMA Board of Directors

12-1:00PM

Welcome Back Lunch

1-1:15PM

Opening Remarks

1:15-2:45PM

How Small Publishers Can Use AI to Drive Digital Performance: Search, Social and Email

In this 2-part session, Andy Crestodina covers the practical methods that publishers can use AI for digital marketing performance, without a budget. We're using proven content marketing strategies to attract and engage readers through organic channels... using ChatGPT. Learn AI prompts and methods to:

- Discover your readers' hidden interests
 - Improve keyword relevance search rankings
 - Grow your email list through better CTAs and high-converting articles
 - Analyze the performance of your content in social media
 - Create visual assets and click-worthy soundbites for your next piece
- Speaker:** Andy Crestodina of Orbit Media

2:45-3:15PM

Refreshment Break/Network with Exhibitors

3:15-4:00PM

3 Powerful Case Studies on Revenue + Audience Growth

Discover how three PMA publishers have uncovered new opportunities and growth presented in a variety of case studies covering everything from creative newsletters, branded content and SEO. Consultant David Arkin will walk through the work that has been done with each company and how you can apply the best practices to your operation.

Presentation by David Arkin with panelists: Sarah Taylor of MetroFamily, Katina Beniaris of Zoe Communications and Ron Epstein of L.A. Parent

4-4:45PM

Digital-Only Media Companies

Learn from PMA members who have pivoted from printed products to digital magazines, robust parenting websites, blogs/vlogs, newsletters and other digital products, including how they are engaging digital audiences, pricing strategies and how they are proving the case for ROI to renew advertisers and sponsors. **Panelists:** Dan Payomo of Bay Area Parent, Collette Jacobs of Ann Arbor Family and Katina Beniaris of Chicago Parent

5-6:30PM

Opening Reception

FRIDAY, OCTOBER 18

8-9:00AM

Group Breakfast

9-9:45AM

Maximizing Media Revenue: Leveraging Advertiser Relationships and Expanding Beyond Print

Discover how to boost your revenue and secure premium CPMs by offering digital marketing services such as branded content creation, social media management, SEM/SEO, custom publishing and influencer marketing using popular content formats such as email blasts, videos and podcasts. Through case studies and actionable tips, this session will spark ideas to help you position your media as a high-value product and service operation, including tips to hire freelancers to fulfill the work you get efficiently and affordably. **Speaker:** Jacquie Chakirelis of Quest Digital

9:45-10:30AM

From Audience to Community: The Secret for Boosting Engagement and Loyalty

"In this session, we will explore how to build a strong community from your audience. Learn effective strategies to turn passive content consumers into active, engaged members, and understand the importance of user-generated content (UGC) in creating authentic and trusted communities. Jacquie will share real-world examples and brand communities focused on audiences. You will gain practical tips and actionable steps to create, grow, and sustain your own parent community, transforming your audience into loyal advocates. **Speaker:** Jacquie Chakirelis of Quest Digital

10:30-11:00AM

Break/Network with Exhibitors

11AM-12:15PM

Best Ideas

Submit your best ideas from the last year and leave this session with a takeaway to bring home to your team!

12:15-1:30PM

Group Lunch

1:30-2:15PM

Tech Talks

Bring your ideas and be ready to share in this fast-paced open mic session on how you are growing your email subscriber list through event registrations, website offers, membership clubs and more! Plus show and tell on technology you are using to do more with less!

Moderator: Brad Mitchell of Northeast Ohio Parent

2:15-3:00PM

Embracing Mom-fluencers

Following the buzz around MetroFamily's "best ideas" share about working with local influencers last year, hear how their strategy has evolved and what they're working on next to expand their reach even more. Presentation will be followed by roundtable discussion and idea share. **Presented and moderated by Erin Page of MetroFamily Magazine**

3-3:15PM

Break

3:15-4:30PM

ROUNDTABLES

Sales: Packaging and Pricing Strategies

Show and tell session on how you are pricing and packaging media for maximum success. **Moderator: Jeni Mann of Mid-Atlantic Media**

Editorial: Digital-Friendly Articles and Guides

As we move towards thinking about content with a "digital first" approach, we need to revamp our editorial budget, the types of freelancers we use and find new sources of information. How do we best source these types of "google-friendly" roundups and guides? Stories like unique ice shops and kid-friendly hiking trails can be time consuming and costly to put together through the usual use of freelance writers. Are there free resources we can tap into? What are some tools that have proven successful? What is the best and less costly strategy to gather these types of information in our city? **Moderator: Elena Epstein of L.A. Parent**

Super Small Publisher: Doing More with Fewer Staffers

For those of us leading media companies in smaller markets, it's common to wear many hats. Whether you're handling the roles of publisher, graphic designer, and editor yourself, or managing a small team of 1-3 with the support of freelancers and contractors, you understand the unique challenges we face. We invite you to join this roundtable discussion to connect with like-minded professionals, exchange successful strategies, discuss common challenges, and explore ways to maximize the resources available to us. Let's collaborate and find solutions. **Moderator: Andrea Breznay of Monterey Bay Parent**

6-6:30PM

Awards Cocktail Party

6:30-9PM

Awards Banquet and Presentation

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SPEAKER BIOS



DAVID ARKIN
Owner of David Arkin
Consulting

David Arkin Consulting 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.



JACQUIE CHAKIRELIS
Senior Digital Director of
Strategy for Great Lakes
Publishing

Jacquie Chakirelis is a recognized marketing media professional and entrepreneur, named one of the Top 50 Influential Women in Content Marketing and one of the Top 50 LinkedIn Influencers in Marketing.

She is the Director of Digital Strategy for Quest Digital/Great Lakes Publishing, a regional powerhouse producing magazines and digital content for publications such as Cleveland Magazine and Ohio Magazine. One of Jacquie's proudest accomplishments is the creation of the nationally-syndicated talk radio program and podcast, Family Matters Radio. This thirteen-year endeavor was a trailblazer in women's issue programming, earning five Society of Professional Journalists awards. Jacquie also contributed to the success of MomsLikeMe.com, a national social network that launched in over 80 communities through the Gannett media network. Additionally, she has collaborated on digital strategies for the Rock 'N Roll Hall of Fame, the Content Marketing Institute and has been an on-air contributor for NBC-TV, engaging with stories tailored for a mom-focused audience.



ANDY CRESTONINA
Co-founder and CMO of Orbit
Media, an award-winning
50-person digital agency in
Chicago

Over the past 24 years, Andy's provided guidance to 1000+ businesses. He's written hundreds of articles on content strategy, SEO, GA4, AI and visitor psychology. He's also the author of Content Chemistry: The Illustrated Handbook for Content Marketing.

- Top 10 Online Marketing Experts, Forbes
- Top 50 Marketing Influencer, Entrepreneur Magazine
- Top 25 Content Marketers, Express Writers/Buzzsumo
- Top 10 Social Media Influencers, Social Media Explorer

