

PARENTING
MEDIA
ASSOCIATION

ANNUAL
CONFERENCE
2025



NOVEMBER 6-7, 2025

Chicago

THURS, NOVEMBER 6

8-10AM

Board of Directors Breakfast + Meeting

10:30AM

Registration Opens

11:15AM

Opening Remarks

11:30AM-12:30PM

SALES

Group Therapy

A brainstorming session for what's working, what's not working and what's on your mind. *Moderated by Ryan Dorhn of BrainSwell Media*

EDITORIAL

Whiteboard Session

A brainstorming session for what's working, what's not working and what's on your mind. *Moderator: Elena Epstein of L.A. Parent*

12:30-1:30PM

Welcome Back Lunch

1:30-2:15PM

SALES

Winning the Tug of War: Time Management Skills

This is one of Ryan's most popular workshops! From creating call zones to time-saving email templates to making better use of your CRM tools - learn expert and well-tested tips to reclaim eight hours every week and win more business faster. Ryan will share his top 10 time management tools that will help you boost your personal productivity by 35% in just one week! *Speaker: Ryan Dorhn of BrainSwell Media*

EDITORIAL

Editorial Roundtable: Mentoring Freelancers and Interns

Open discussion led by *L.A. Parent* on how to find, mentor and manage freelance contributors for consistent quality in the right voice for your readers. *Moderator: Cassandra Lane of L.A. Parent*

2:15-2:30PM

Refreshment Break/Network with Exhibitors

2:30-3:15PM

SALES

Flipping Objections on the Spot

Objection handling is a skill that all salespeople need to master. Ryan will highlight the ten most common objections media salespeople face on a daily basis and show you how to flip those objections. Ryan will dig deep into objections like, "I'm moving all my advertising to social media." And, "I am not seeing ROI from print." And, "Print is dead." This workshop is designed to give sales reps at all levels the skills they need to walk into any conversation with an advertiser with confidence. *Speaker: Ryan Dorhn of BrainSwell Media*

EDITORIAL

Practical Solutions for Integrating AI into your Workflow

Hear from David Arkin on how local media companies are integrating AI into their daily workflow to save time and be more productive. *Speaker: David Arkin of David Arkin Consulting*

3:15-3:30PM

Refreshment Break/Network with Exhibitors

3:30-5:00PM

GROUP

Best Ideas

Submit your best ideas for revenue, editorial, branded content, social media, events and audience development from the last year and leave this session with a takeaway to bring home to your team!

5-6:30PM

Opening Reception

FRI, NOVEMBER 7

8-9AM

Group Breakfast

9-10:30AM

SALES

The AI Games

Learn how to use AI to do research, create templated presentations, match personas to the client's needs and create spec ads to close the deal! Teams will be assigned and present to the group. *Speaker: Kevin Berrier of MDDC Advertising*

EDITORIAL

(9-9:45AM)

Editorial Roundtable: Responsible use of AI for Editors

Using AI responsibly for editing, fact-checking, rewriting of press releases, and story creation without losing authenticity. *Moderators: Andrea Breznay of Monterey Bay Parent and Amy Foreman of Family Resource Group*

(9:45-10:30AM)

Telling Your Story Over Multiple Platforms

PMA editors and designers share real life examples of how to use one story in print, digital, social media, and newsletter. Leave with actionable examples on repurposing editorial resources by adapting for web, print, social, and events. *Speaker: Cassandra Lane of L.A. Parent*

10:30-10:45AM

Refreshment Break/Network with Exhibitors

10:45AM-11:15PM

GROUP

How to Become an SEO (& GEO) Superstar

Wondering what to do about your traffic and SEO right now? We'll walk through what has changed and why and strategies that you can put in place that go far beyond keywords. We'll dive deep into why answering reader questions will be paramount in the future and how your teams can start integrating GEO (Generative Engine Optimization) into your content creation. *Speaker: David Arkin of David Arkin Consulting*

11:15-12:00PM

GROUP

7 High Quality Content Products to Sell in 2025

Business owners and marketers love sharing their story, and there are plenty of captivating, clever and unique ways that publishers can help them achieve that. David will share 7 of their favorites, along with the process, pro-tips, and pricing that bring it all together. *Speaker: David Arkin of David Arkin Consulting*

12:00-1:30PM

Group Lunch

1:15-2:00PM

GROUP

Tech Talks

Hear from PMA associate members on PMA client case studies that are helping our members be successful. *Presenters: Bridge, David Arkin Consulting, Empower Local, Fake Brains*

2-2:45PM

EDITORIAL
(2:00-2:25PM)

Editorial Roundtable: Understanding What Readers Want

Whether using focus groups or surveys or data analytics, hear how PMA editors are finding out what their readers want and need from you. *Moderator: Sarah Parker of 'hood Magazine*

(2:25-2:45PM)

Editorial Roundtable: How to Set Up Your Editorial Calendar

Tips on getting organized for the year while still leaving flexibility to add/subtract without disrupting the sales focus. *Moderator: Jeni Mann of Mid-Atlantic Media*

2-2:45PM

LEADERSHIP

How to Set Up and Manage Remote Work Environments for Success

Many PMA members are 100% remote or partially remote. In this session, hear how members are setting up their teams for success. *Panelists: Steff Liston-Holstrop of 'hood Magazine, Brandon Foreman of Family Resource Group and Alexis Bourkoulas of Zoe Communications*

SMALL PUBLISHERS

Whiteboard Session

Small publishers with little to no staff meet for a whiteboard session on wearing multiple hats and the tools and tricks they use to succeed. *Moderator: Jane MacNealy of Neapolitan Family*

2:45-3:00PM

Refreshment Break

3-4:00PM

GROUP

What Are You Bullish On for 2026?

Members and associate members will share their "biggest move", their "small but mighty move" and what they are "most bullish on" for 2026 and why. Come ready to pass the microphone and walk away inspired! *Moderated by Cliff Luster of New York Family Media*

6-9:00PM

Awards Banquet + Presentation

THANK YOU

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