



2019

Audience & Loyalty Mega Summit Central



Friday, April 26

11:00AM **Industry wide Loyalty Platform Initiative**
Collaboration Team & Invited Guests

5:00PM **Opening Welcome Reception**

Saturday, April 27

7:00AM **Breakfast Buffet** Sponsored By: **Schermerhorn Bros.**

8:30AM **Summit Opening & Welcome**
John Newby, 360 Media Alliance - Ian Caso, St. Louis Post Dispatch

8:50AM **Executive Panel - The Future of Our Industry** Sponsored By: **The Pisa Group, Inc.**
John Newby, Moderator - Panel TBD

9:30AM **Everyone Communicates - Few Connect!** Sponsored By: **SecondStreet Media**
Bob Giambelluca - Customer Engagement Services

10:15AM **Break w/Business Partners** Sponsored By: **VoicePort**

11:00AM **Building Brand/Consumer Loyalty Through Membership** Sponsored By: **Hamilton Circulation Supplies**
Barry Kirk - Moritz Motivation Solutions

11:45AM **Bottom-line - It's All About Audience!** Sponsored By: **Newzware by ICANON**
Aaron Kotarek - Oahu Publications, Inc.

12:30PM **Business Partner Appreciation Luncheon** Sponsored By: **OSG**

1:30PM **Breakout Sessions - Block #1**
Topic Choices: Email Marketing Success, Optimizing Expense Reductions

2:15PM **Breakout Sessions - Block #2**
Topic Choices: Subscription Myths, TCN Automated, Monetizing Quality Audience

3:00PM **Break w/Business Partners** Sponsored By: **Lyon Enterprises**

3:45PM **Breakout Sessions - Block #3**
Topic Choices: Innovative Marketing for the Modern Newspaper, Game plan to Deliver Smarter

4:30PM **Breakout Sessions - Block #4**
Topic Choices: Loyalty Marketing, CSCMA Roundtable Discussion

5:30PM **Awards Reception & Auction** Sponsored By: **The Zinser Law Firm**

Sunday, April 28

7:00AM **Breakfast Buffet** Sponsored By: **Subscription Services North**

8:00AM **Sectional & Board Business Meetings**

8:30AM **Industry Legal Issues & Maneuvers** Sponsored By: **Customer Engagement Services**
Mike Zinser - The Zinser Law Firm

9:30AM **Our Future Through the Eyes of Our Business Partners** Sponsored By: **PPI Media & TCN Broadcasting**
John Newby, Moderator - Peter Marsh, Newscycle - Pat Dennis, The Pisa Group

10:15AM **Break w/Business Partners** Sponsored By: **Editor & Publisher**

10:45AM **Monetizing Your Quality Audience** Sponsored By: **Global Ad Distribution**
Kevin Rehberg, AAM

11:30AM **Creating Alternative Revenue Streams w/Few Resources** Sponsored By: **Newscycle**
John Newby - Founder, 360 Media Alliance

12:15PM **Lunch** Sponsored By: **TBD**

1:15PM **Customer Service & Single Copy Madness** Sponsored By: **PDI Plastics**
Jim Smith - Steel City Corp.

2:00PM **30 Winning Ideas in 60 Minutes** Sponsored By: **DART powered by PCF**
Combined CSCMA & MCMA Executives

3:00PM **Conference Wrap-up Adjourn**