

# Agenda-At-A-Glance

**MONDAY | JUNE 7**

1:00-4:30 p.m.	<b>Independent Publishers: Operating in 2010 and Beyond</b> EMPIRE BALLROOM EAST, SECOND FLOOR	<b>Digital Magazines, E-Readers, Mobile Publishing: New Formats and New Business Models</b> EMPIRE BALLROOM WEST, SECOND FLOOR	SPONSORED BY	<b>Association Publishing: Refining the Mission, Shoring Up Support in a Challenged Market</b> CONFERENCE ROOM D, LOWER LEVEL
5:30-7:00 p.m.	OPENING RECEPTION • Exhibit Hall—Metropolitan Ballroom West   Lenox, Second Floor			

**TUESDAY | JUNE 8**

7:30-9:00 a.m.	Breakfast and Registration • Second Floor				
9:00-10:00 a.m.	OPENING KEYNOTE  Michael Clinton, Chief Marketing Officer, Hearst Magazines • Metropolitan Ballroom East, Second Floor				
10:00-10:30 a.m.	Refreshment Break • Exhibit Hall—Metropolitan Ballroom West   Lenox, Second Floor				
	<b>Executive Management Symposium</b> EMPIRE BALLROOM EAST, SECOND FLOOR	<b>Content and Community</b> CONFERENCE ROOM D, LOWER LEVEL	<b>Revenue Generation and Marketing Track</b> CONFERENCE ROOM L, LOWER LEVEL	<b>MagaTrends/ IdeaLab Track</b> CONFERENCE ROOM E, LOWER LEVEL	<b>The Audience Development Conference &amp; Expo</b>
				<b>CONSUMER TRACK</b> CONFERENCE ROOM K, LOWER LEVEL	<b>B-TO-B TRACK</b> EMPIRE BALLROOM WEST, SECOND FLOOR
10:35-11:35 a.m.	Managing in a Time of Upheaval: Panel Discussion, Part I	Understanding the New Edit Tools: Apps, Widgets and Calculators	How to Overcome the "Bad Year Last Year, Cutting Back This Year," Syndrome	Great Ideas for Big-Time Events on Small-Time Budgets	Re-Engineering Retention: How to Build Loyalty in Today's Fractured Media World
11:40 a.m.-12:40 p.m.	Managing in a Time of Upheaval: Panel Discussion, Part II	Content Metrics: Six Steps To Better Performing Content	Build a Lean, Mean, Revenue-Producing Lead-Gen Machine	Show-and-Sell: Secrets for Developing a Killer Web Site, Under Budget	Optimizing the Source Mix: What Works Now
12:45-1:45 p.m.	LUNCHEON KEYNOTE  Erik Qualman, Author, "Socialnomics" • Metropolitan Ballroom East, Second Floor				SPONSORED BY
1:45-2:15 p.m.	Dessert Break • Exhibit Hall—Metropolitan Ballroom West   Lenox, Second Floor				
2:15-3:00 p.m. and 4:05-5:00 p.m.	GENERAL SESSION: Socialnomics Workshop: Strategies for Media Managers • Metropolitan Ballroom East, Second Floor				
2:15-3:00 p.m.	When Half the Revenue Means Twice the Profit	Words of Wisdom From a One-Time Print Expert-Turned Digital Expert	Surefire Success in Online Marketing: 11 New Ways to Build Sales, Traffic, and Audience	Online Video Made Easy: In Real Time!	Enabling the Transaction: Fulfillment's Moment of Truth, B-to-C Edition, Part I
3:00-4:00 p.m.	Refreshment Break • Exhibit Hall—Metropolitan Ballroom West   Lenox, Second Floor				
<b>TECHNOLOGY TEST DRIVES</b>					
3:00-4:00 p.m.	<b>Marketing with Intelligence and Best Practices</b> Conference Room L, Lower Level PRESENTED BY  Edith Roman e-POSTdirect	<b>The Future of Digital Content - (Going Mobile &amp; Beyond)</b> Conference Room K, Lower Level PRESENTED BY	<b>Screen Wars</b> Conference Room D, Lower Level PRESENTED BY	<b>Build Reader Engagement with Branded Mobile Solutions</b> Conference Room E, Lower Level PRESENTED BY	
4:05-5:00 p.m.	The Revenue Mix: Will Print Really Ever be Supplanted?	The Small-Magazine Editor in 2010: Doing More With Less	"I Have a Web Site. I Have a Lead-Gen Program. I Have a Newsletter. I Have Social Media. Why Do I Need You?"	Power Panel: Big Wins and Major Innovations of 2009	Enabling the Transaction: Fulfillment's Moment of Truth, B-to-C Edition, Part II
5:00-6:30 p.m.	Reception • Exhibit Hall—Metropolitan Ballroom West   Lenox, Second Floor				

**WEDNESDAY | JUNE 9**

7:00-7:45 a.m.	New York City Fun Run • Hotel Lobby, 7 <sup>th</sup> Ave				
8:00-9:00 a.m.	Breakfast Roundtables and Critique Clinics				
9:10-10:10 a.m.	KEYNOTE  Justin Smith, President, Atlantic Media • Metropolitan Ballroom East, Second Floor				SPONSORED BY
	<b>Executive Management Symposium</b> EMPIRE BALLROOM EAST, SECOND FLOOR	<b>Content and Community</b> CONFERENCE ROOM D, LOWER LEVEL	<b>Revenue Generation and Marketing Track</b> CONFERENCE ROOM L, LOWER LEVEL	<b>MagaTrends/ IdeaLab Track</b> CONFERENCE ROOM E, LOWER LEVEL	<b>The Audience Development Conference &amp; Expo</b>
				<b>CONSUMER TRACK</b> CONFERENCE ROOM K, LOWER LEVEL	<b>B-TO-B TRACK</b> EMPIRE BALLROOM WEST, SECOND FLOOR
10:15-11:05 a.m.	Building a Media Revival Through Entrepreneurship	A Dozen Critical Ways of Working in Social Media	Revisiting the Potential of the Paywall: How It Might Work For You	Results, Results, Results: Why Bigger and Flashier Might Be Better in Online Advertising	High-Performance Web-Based Subscription Tactics
11:05-11:35 a.m.	Refreshment Break • Exhibit Hall—Metropolitan Ballroom West   Lenox, Second Floor				
11:35 a.m.-12:30 p.m.	Being a Change Agent	Building the Multimedia Content Bundle: Anytime, Anywhere	Game Changer: Exploring the Revenue Opportunities in the Fast-Emerging World of E-Readers	The Multimedia Content Shuffle	Building a Customer Data Analytics Strategy
12:30-1:30 p.m.	LUNCHEON KEYNOTE  David Nussbaum, Chairman & CEO, F+W Media, Inc. • Metropolitan Ballroom East, Second Floor				
1:30-2:30 p.m.	Dessert Break • Exhibit Hall—Metropolitan Ballroom West   Lenox, Second Floor				
2:30-3:30 p.m.	Turning a Negative into a Positive: As Marketing Budgets Get Cut, Marketers Look to Media Companies For More Services	Editorial Economics in the Multimedia Age	The 10 Most Intriguing Opportunities for Increasing Sales Right Now With Automated Marketing	The Rise of Virtual Events, 2.0	On the Newsstand: What's Next?
3:35-4:30 p.m.	How to Turn Your Media Brand into a High-Margin Service Business	Beyond the Page: Essential Editorial Strategies That Will Define Your Future	Seven New Approaches to Face-to-Face Events in a Changing Environment	The Essential Elements for Success in the Next 12 Turbulent Months	Building the Ultimate Audience Development Team, B-to-C Edition
4:30 p.m.	Conference adjourns				