

2015 N.E.A.C.E. Fall Conference

The Hotel Northampton, Northampton, MA

“Revenue Challenges in Digital Age”

Thursday November 5, 2015

- 8:00am - 8:30am **Continental Breakfast** - Conference Room foyer
Conference Registration - Main Lobby - Ed Winter, NEACE Treasurer and David Sangiorgio, NEACE Secretary
- 8:30am - 8:45am **Welcome to the Fall Conference** – Mike Smith, NEACE President, New Haven Register
Conference Outline - Michael Sheehan, NEACE Executive Vice-President, Lowell Sun Group
Invocation - Warren Dews, NEACE Director, New England Newspapers, Inc.
Thank you to our Valued Sponsors - Kevin LaMagdelaine, NEACE Vice-President, The Recorder
- 8:45am - 9:00am **Attendee Introductions - Getting to know your neighbors** - Mike Smith, NEACE President, New Haven Register
- 9:00am - 9:45am **Staying Connected and Growing Audience**
Warren Dews, NEACE Director, VP of Circulation, New England Newspapers, Inc.
- 9:45am - 10:00am **Coffee Break** - Conference Room foyer
- 10:00am - 11:00pm **The Latest Update on how to use the Media Intelligencer** - Jenni Anderson from AMM and Debbie Maragoudakis with CAC
- 11:00am - 12:00pm **Single Copy- What’s working across our markets and Digital picture displays**
Rick Dumas, Single Copy Manager, Daytona Beach News-Journal
- 12:00pm - 1:00pm **Lunch (Wiggins Tavern)**
- 1:00pm - 1:30pm **Best Idea Contest**- Bring in your best idea and win cash
\$75.00 for 1st, \$50.00 for 2nd, and \$25.00 for 3rd, David Hanks, Circulation Director, Keene Sentinel and Mike Sheehan, VP of Circulation, Lowell Sun Group
- 1:30pm - 2:30pm **Digital Audience Trends and Opportunities** – Technology trends driving Audience behaviors and how it impacts readership. Data driven Circulation Sales. Ernesto Burden, VP of Digital, NNE
- 2:30pm - 2:45pm **Coffee Break & Thanks to our Valued Sponsors**
Kevin LaMagdelaine, NEACE Vice-President, Circulation Director, The Recorder
- 2:45pm - 3:30pm **Commercial print as an alternative revenue resource**- 40 years in newspapers and 10 years in marketing sales and my return to the business- Brent Connolly, Commercial Print Manager, Seacoast Media Group.
- 3:30pm – 4:15pm **Best Practice Marketing and sales programs- Get EM then keep EM**
Tom Cardozo, Manager of Circulation Consumer Marketing, Halifax Media Group
- 4:15pm – 4:30pm **Final Comments – Best Idea prizes**