

2016 N.E.A.C.E. Fall Conference
The Hotel Northampton, Northampton, MA
**“Building the Path to Success: Print & Digital Strategies to grow
print and digital circulation & revenue”**

Thursday November 3, 2016

- 8:00 am - 8:30 am **Continental Breakfast** - Conference Room foyer
Conference Registration - Main Lobby - Ed Winter, NEACE Treasurer and David Sangiorgio, NEACE Secretary
- 8:30 am - 8:45 am **Welcome to the Fall Conference**
- Michael Rifanburg, Publisher, Daily Hampshire Gazette & The Recorder
Conference Outline - Kevin LaMagdelaine, NEACE Executive Vice-President, The Recorder
Invocation - Warren Dews, NEACE Director, New England Newspapers, Inc.
Thank you to our Valued Sponsors – David Hanks, NEACE Vice-President, The Nashua Telegraph
- 8:45 am - 9:00 am **Attendee Introductions - Getting to know your neighbors** - Michael Sheehan, NEACE President, Lowell Sun Group
- 9:00 am – 9:45 am **“The Boston Globe: A Case Study of Driving Business Growth Through Experimentation ”**
– Peter Doucette, Consumer Sales & Marketing, Boston Globe
- 9:45 am-10:00 am **Coffee Break** - Conference Room foyer
- 10:00 am -10:30 am **“Event Planning”**- Laura Dintino, NNE
- 10:30 am – 11:15 am **“Single Copy Promotions”** – Jim Smith, Steel City Corporation
- 11:15 am - 12:00 pm **“Keys to Using Email for Acquisition & Retention.”**-Michelle Novak, Presslaff Revenue Interactive
- 12:00 pm - 1:00 pm **Lunch (Wiggins Tavern)**
- 1:00pm – 2:00 pm **“Growing Sunday Print Circulation Today”**- Dick Fuller, Toledo Blade
- 2:00pm – 3: 00 pm **“Digital Analytics and Circulation Growth”**- Ernesto Burden, VP of Digital, NNE will provide an overview of analytics from channels ranging from sites, apps, and email, and which ones circulation teams should be concerned with.
- 3:00 pm – 3:15 pm **Coffee Break & Thanks to our Valued Sponsors**
Kevin LaMagdelaine, NEACE Vice-President, Circulation Director, The Recorder
- 3:15 pm – 4:15 pm **“Why print isn’t dead, and what you can do to keep it that way”**
- Bill Ostendorf, Creative Circle Media Solutions
- 4:15 pm – 4:30 pm **Final Comments**
- Adjourn**