

Conference Schedule

THURSDAY, APRIL 18

1:00 PM Registration Opens

1:30 PM Welcome, Introductions & Announcements
Session One:

***Digital Advertising Essentials:
A Profitable and Simple Path for Beginners***

Unlock the transformative potential of your traditional print newspaper organization in the ever-evolving digital landscape. Join us in this enlightening exploration, where we'll break down the complexities of engaging in digital advertising at an ABC level – accessible, basic and clear. We're here to demystify the digital advertising world and demonstrate how you can leverage your existing publisher site resources, newsletters and email marketing to embark on a profitable and sustainable journey.

Presented by Richard E. Brown

3:00 PM Break

3:30 PM Session Two:

Success from Day One: Onboarding Sales Executives for Impact

Uncover the blueprint for transforming your print newspaper organization's sales team into a powerhouse, driving revenue and reader engagement. Join us in this illuminating presentation, where we delve into the intricacies of onboarding news sales executives with a keen focus on aligning mission and action. Discover the art and science of translating your organization's mission into tangible Key Performance Indicators (KPIs) and scorecard deliverables that not only keep your new sales executives aligned with your vision but also laser-focused on key deliverables that directly contribute to and enhance your bottom line.

Presented by Richard E. Brown

6:00 PM Reception
Lodge Great Room

7:00 PM Group Dining
River Rock Grill

8:30 PM Group Gathering
Lodge Great Room

FRIDAY, APRIL 19

8:00 AM Breakfast

8:30 AM HOT Ideas Exchange

10:00 AM Break

10:15 AM Panel Discussion

NOON 2024 Better Newspaper
Advertising Awards Luncheon

Conference Presenter



Richard E. Brown is a recipient of the News Media Alliance Rising Star award. He previously served as the director of renewals and digital sales strategy at LPI and held the position of director of digital operations and sales at the Milwaukee *Journal Sentinel*. Recently, he was the head of digital subscriber churn for Gannett | USA Today Network and is the former senior director of retention for *The Daily Beast*. Additionally, he is a member of the board of directors for the Wisconsin Newspaper Association Foundation, a monthly columnist for *Editor & Publisher* magazine, a contributing writer for Digital Content Next, and a revenue sustainability coach for Local Independent Online News (LION Publishing). Richard is the owner of RE Media Holdings, LLC, and is currently leading the Ads & Sponsorships Lab Program at News Revenue Hub.