

Friday, April 7, 2017

NEWSROOM

PUBLISHERS

ADVERTISING

TECHNOLOGY

DESIGN

8:00am - 9:00am Opening Continental Breakfast in Tradeshow Area

9:00am - 10:30am	Fair Trial, Free Press and Legal Issues — Will Trump Change Media Law? <i>George Freeman</i>	Conducting Quick Hit Investigations IRE Total Newsroom Training	Integrating Snapchat & Instagram Into Your Newsroom <i>Penny Riordan</i>	Artful Engagement is the Gold Standard <i>Rebecca Capparelli</i>	Facebook Boost <i>Shannon Kinney</i>	Increasing Sales <i>Diane Ciotta</i>	Adobe Bridge <i>Russell Viers</i>	Great Visuals on a Shoestring Budget <i>Charles Apple</i>
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10:30am - 10:45am Coffee Break

10:45am - 12:00pm	FOIL and Open Government <i>Robert Freeman</i>	Enterprise Reporting IRE Total Newsroom Training	Empower Your Team to Make Great Video in Seconds <i>Jennifer Fizzi</i>	Using the Latest and Greatest Social Platforms to Drive Revenue <i>Shannon Kinney</i>	Digital Sales Strategies <i>Ryan Dohm</i>	Enhancing Accountability <i>Diane Ciotta</i>	Pagination <i>Russell Viers</i>	Alternative Story Forms <i>Charles Apple</i>
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12:15pm - 2:00pm Lunch/Better Newspaper Contest Awards — KEYNOTE

2:15pm - 3:30pm	Graphics for Word People <i>Charles Apple</i>	Examining Business & Non-Profits — Obtaining Public Records IRE Total Newsroom Training	Developing a Video Strategy <i>Val Heoppner</i>	Product Management to Ensure the Best Possible User Experience <i>Heather Phillips</i>	60 Sales Tips in 60 Minutes <i>Ryan Dohm</i>	Accomplishing Sales Goals <i>Diane Ciotta</i>	InDesign <i>Russell Viers</i>	Creating High Impact Digital Ads <i>David Fowler</i>
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3:30pm - 3:45pm Afternoon Break — “Ice Cream Stand”

3:45pm - 5:00pm	Using Virtual Reality as a Storytelling Platform <i>Stephanie Davis</i>	Ethical Decisions, Ensuring Accuracy, Getting What You Need From Sources IRE Total Newsroom Training	Developing a Mobile First Strategy <i>Val Heoppner</i>	Your Money or Your Data The Era of Cyber Extortion <i>Ondrej Krehel</i>	Increasing the Total Ad Buy <i>Ryan Dohm</i>	Integrity Sells <i>Diane Ciotta</i>	InDesign <i>Russell Viers</i>	Powerful Print Ads <i>David Fowler</i>
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Saturday, April 8, 2017

NEWSROOM

PUBLISHERS

ADVERTISING

TECHNOLOGY

PHOTOGRAPHY / DESIGN

7:30am - 9:00am Better Newspaper Contest Awards Breakfast

9:00am - 10:30am	The Continuing Power of Community Newspapers <i>Jeremy McBain</i>	Interviewing for Stories <i>Jacqui Banaszynski</i>	Protecting Yourself Against Doxxing <i>Cindy Rodriguez</i>	Editorial Driven Marketing Strategies to Engage Audiences <i>Tom Gierasimczuk</i>	Addressing Objections <i>Kelly Wirges</i>	A New Way to Prospect Reinventing the News Analysis Through Automation <i>Stacey Sedbrook</i>	Illustrator <i>Russell Viers</i>	Photography 101 for Reporters <i>David Handschuh</i>
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10:30am - 10:45am Coffee Break

10:45am - 12:00pm	The Importance of Engagement <i>Terry Parris</i>	Story Discovery <i>Jacqui Banaszynski</i>	Social Media for Newbies <i>Cindy Rodriguez</i>	Revenue Diversity — The Importance of Building a Pipeline of Consumer Revenue <i>Mary Walter Brown</i>	Prospecting that Pays <i>Kelly Wirges</i>	How to Focus, Motivate & Retain Your Sales Team <i>Stacey Sedbrook</i>	Photoshop <i>Russell Viers</i>	Feature Photos that Focus on Community <i>David Handschuh</i>
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12:15pm - 2:00pm Lunch/Better Newspaper Contest Awards

2:15pm - 3:30pm	The Ins and Outs of Covering Courts <i>Julie Manganis</i>	Put Your Readership Metrics Into Action <i>Michelle Nicolosi</i>	Take Stock of Your Resources, Shake Up Your Structure, Generate Better Content <i>Jean Hodges</i>	Family Businesses: Succession; Family Dynamics & Next Generation Leadership <i>David Cadden</i>	Developing a High Performance Sales Team <i>Kelly Wirges</i>	How to Evolve Your Media Offering <i>Steve Bookbinder</i>	Publishing Workflow <i>Russell Viers</i>	How Digital Has Changed Print Design <i>Tracy Collins</i>
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3:30pm - 3:45pm Afternoon Break — “Doubleday”

3:45pm - 5:00pm	Connecting With Your Column Readers <i>Suzette Standing</i>	Collaborative Journalism Partnerships to Increase Impact <i>Jan Shaffer</i>	The State of Content and Social Distribution <i>Will Bancroft</i>	Family Businesses: Outside Board Governance Dynamics of Structure, Operations & Acquisitions <i>Patricia Angus</i>	The Mirror Doesn't Lie — or Does It? <i>Kelly Wirges</i>	Overview of the Digital Media Landscape & What's Trending <i>Steve Bookbinder</i>	Publishing Trends <i>Russell Viers</i>	Front Page Redesign <i>Adrian Norris</i>
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