



2020

Audience & Loyalty Mega Summit Central



Monday, May 4

10:00AM	Industry wide Loyalty Platform Initiative	Collaboration Team & Invited Guests
10:00AM	Single Copy Symposium	Pre-Conference Extra
2:00PM	360 Media Alliance Board Meeting	360 Media Alliance Board Members
5:00PM	Opening Welcome Reception	Hosted By: CSCMA, MCMA & TCMA

Tuesday, May 5

7:00AM	Breakfast Buffet	Sponsored By: Routesmart
8:30AM	Summit Opening & Welcome <i>John Newby, 360 Media Alliance -</i>	
8:50AM	Executive Panel - The Future of Our Industry <i>J. Newby, Moderator - Rex Maynor, Publisher - Branson TriLakes News, Chris Baker, Publisher - Taos Sun, Justin Wilcox, Publisher - Tyler Texas Matt Lindsay</i>	Sponsored By: OSG Billing
9:30AM	Audience Innovations of the 21st Century <i>Jed Williams - Chief Strategy Officer, Local Media Association</i>	Sponsored By: PDI Plastics
10:15AM	Break w/Business Partners	Sponsored By: VoicePort
11:00AM	Audience & Loyalty Are Our Future <i>Mike Blinder - Publisher, Editor & Publisher Magazine</i>	Sponsored By: Hamilton Circulation Supplies
11:45AM	Print Is Not Dead! <i>John P. Garrett - CEO, Community Impact Newspaper</i>	Sponsored By: Newzware by ICANON
12:30PM	Business Partner Appreciation Luncheon	Sponsored By: Madison Marketing Agency
1:30PM	Community Centered Audience Engagement <i>John Newby, Founder 360 Media Alliance & National Columnist</i>	Sponsored By: TCN Broadcasting
2:15PM	Breakout Track - Block #1 <i>Topic Choices: Small Market Track, Mail Can Change Your Business, Audience Voices Roundtable</i>	
3:00PM	Break w/Business Partners	Sponsored By: Chatterbox & Hess Print Solutions
3:45PM	Breakout Sessions - Block #2 <i>Topic Choices: Small Market Track, Email Marketing Success, Audience Voices Roundtable</i>	
4:30PM	Breakout Sessions - Block #3 <i>Topic Choices: Small Market Track, Audience Voices Roundtable</i>	
5:30PM	Awards Reception & Auction	Sponsored By: The Zinser Law Firm

Wednesday, May 6

7:00AM	Breakfast Buffet	Sponsored By: Subscription Services North
7:45AM	Sectional & Board Business Meetings	
8:15AM	Industry Legal Issues & Maneuvers <i>Mike Zinser - The Zinser Law Firm</i>	Sponsored By: Mass2One
9:15AM	Our Future Through the Eyes of Our Business Partners <i>John Newby, Moderator - Matt Coen, Secondstreet, Chris Mann, VoicePort,</i>	Sponsored By: PPI Media
10:00AM	Break w/Business Partners	Sponsored By: Custom Business Systems
10:30AM	Customer Service & Single Copy Madness <i>Jim Smith - Steel City Corporation</i>	Sponsored By: Global Ad Distribution
11:15AM	20 Winning Ideas in 45 Minutes <i>CSCMA & MCMA Executives</i>	Sponsored By: Editor & Publisher
12:00PM	Success with Unique Case Studies <i>OSG, TCN Broadcasting & NTVB Media</i>	Sponsored By: NTVB Media
12:45PM	Closing Lunch w/Business Partners	Sponsored By: 360 Media Alliance