**Plan now for the 2020 Audience & Loyalty Summit.**

Save the dates of May 4-6, 2020 and plan on joining us at the Audience & Loyalty Mega Summit being held at the Renaissancee Hotel close to the St. Louis. Airport. For the 8th year running, it has been one the largest news-media audience, marketing and loyalty gatherings in the United States. This year’s event promises to be the best one yet!

For seven years, the 360 Media Alliance has partnered with CSCMA and MCMA on this outstanding event. This year, we welcome TCMA to the fold!

WE are proud to announce that in 2020, the NATIONAL NEWSPAPER ASSOCIATION will once again be joining us in this effort. You will have the opportunity to join with over 100 newspaper media audience and marketing executives as they discuss and network on ways to improve operations, retention, loyalty, sales, events, alternative revenue strategies, marketing and so much more.

In 2020, we are also excited to be introducing our “Small Market” interaction to this event. While we will continue to provide great quality information to all attendees, we will also be adding specific content catering to smaller markets and the various struggles they endure on a day-to-day basis.

In 2020, we will provide an update on the "Loyalty Platform" initiative. This is a 'Design-Thinking" collaboration of 20+ media companies and business partners. It started when they met in Pittsburgh in the Fall of 2018 to brainstorm and explore the possibilities. We are pleased to say, those possibilities have become a reality as the industry-wide GO platform complete with a web-based and App based platform has rolled out. This will be the foundation of an industry-wide scaling "Loyalty Platform" that can be rolled out at small, medium or large sized markets throughout the country. The one key element, it must be affordable for all newspapers, regardless of size.

The 2020 Audience & Loyalty Mega Summit promises to be a strategic blend of traditional elements of the print industry coupled with new and cutting-edge digital technology. It is most certainly an event that you will not want to miss.

As always, we have most of the leading business partners joining us for this event. Steel City, TCN, OSG, The Zinser Law Firm, VoicePort, ICANON Newzware along with dozens of others.

We are excited for 2020. We are pleased to be working with the NATIONAL NEWSPAPER ASSOCIATION on this event. "This is a day and age where the various trade organizations must find ways to synergize and collaborate in areas where it makes sense. We are honored to be partnering with one of the largest and long-lasting organizations in the country."