

2012 CSCMA Marketing Conference

Preliminary conference schedule

Sunday, April 15, 2012

- Advertiser Exhibits Set-up
- Registration Opens
- Vendor & Exhibit Area Open
- General Assembly - Call to Order
- Board Reports
- A View from the Top - Publisher Panel to discuss future of Circulation/Audience Development
- NAA Industry Update
- Vendor Introductions - Visit with Vendors
- The Subscriber Lifestyle and Retention
- Lunch
- Digital Marketing - Email marketing campaigns, Social Media, Text promotions, iPhone/iPad or Digital edition with print combo buys, etc.
- Is the Pay wall our digital and print savior?
- Visit with the Vendors - Refreshments
- Competitors the New Partner? Who would have thought? This topic explores printing and distribution expense savings or revenue generating opportunities between competing newspapers.
- Cocktails
- Buffet Dinner & Networking

Monday, April 16, 2012

- Breakfast Buffet
- Legal Update - Independent Contractor Status
- Visit with the Vendors - Refreshments
- Breakout Sessions # 1 - Home Delivery Sales
- Breakout Session # 2 - Single Copy Sales Ideas
- Lunch Buffet
- Recognition & Promotion Awards
- Promotions Awards
- Circulation Executive of the Year
- Presidents Award
- Election of New Officers and Board Members
- ABC Rules Discussion
- Boosting Sunday Readership
- Single Copy - Topic TBD
- General Assembly
- Insights Gained - Conference Review
- Gavel Transfer
- Conference Adjourns

CSCMA

CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION

The "CHANGE" Conference

Optimizing Growth Opportunities in a Changing World

April 15 & 16, 2012

Par-A-Dice Casino
East Peoria, Illinois



For time and the world do not stand still. Change is the law of life. And those who look only to the past or the present are certain to miss the future.

~ John F. Kennedy

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