

Mix and match the sessions you want to attend.

Sunday, September 20 – Pre-Conference

SCHEDULE	EVENTS
3:00 PM - 5:00 PM	Digital Orientation (<i>\$99 to early-bird conference registrants</i>)
6:00 PM - 8:00 PM	Pizza & Beer Mixer

Monday, September 21 – Day #1

SCHEDULE	EVENTS			
7:45 AM - 9:00 AM	Registration & Breakfast			
9:00 AM - 10:00 AM	Welcome to the Future: Carl Landau, Ryan Dohrn, Eric Shanfelt, Mitch Rouda, & Todd Smart			
	<table border="1"> <tr> <td>CEO/Publisher track</td> <td>Advertising Director/Sales</td> <td>Content & Audience Development</td> </tr> </table>	CEO/Publisher track	Advertising Director/Sales	Content & Audience Development
CEO/Publisher track	Advertising Director/Sales	Content & Audience Development		
10:30 AM - Noon <i>Session #1</i>	<table border="1"> <tr> <td>Lights...Camera... Digital Strategy Action Plan!</td> <td>Selling the Wild Wild Web</td> <td>Content that Connects With the New Generation</td> </tr> </table>	Lights...Camera... Digital Strategy Action Plan!	Selling the Wild Wild Web	Content that Connects With the New Generation
Lights...Camera... Digital Strategy Action Plan!	Selling the Wild Wild Web	Content that Connects With the New Generation		
Noon - 1:30 PM	Lunch: Non-Traditional Keynote Lunch			
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1:30 PM - 2:45 PM <i>Session #2</i>	<table border="1"> <tr> <td>Turning Clicks to Cash</td> <td>How the Heck do you Sell Digital?</td> <td>Audience Development Mania!</td> </tr> </table>	Turning Clicks to Cash	How the Heck do you Sell Digital?	Audience Development Mania!
Turning Clicks to Cash	How the Heck do you Sell Digital?	Audience Development Mania!		
3:15 PM - 4:30 PM <i>Session #3</i>	<table border="1"> <tr> <td>Staff Up!</td> <td>Bundle This!</td> <td>Community Gone Wild</td> </tr> </table>	Staff Up!	Bundle This!	Community Gone Wild
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4:45 PM - 5:30 PM	Future of the Digital Edition Roundtable			
6:30 PM - 8:30 PM	Welcome Reception Sponsored by:			



Tuesday, September 22 – Day #2

SCHEDULE	EVENTS			
8:00 AM - 9:00 AM	Breakfast & Hot Topic Roundtables			
9:00 AM - 9:15 AM	Are We Scared Yet?, Ryan Dohrn			
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9:30 AM - 10:30 AM <i>Session #4</i>	<table border="1"> <tr> <td>So You Need a New Website?</td> <td>Using Video to Grow Revenue</td> <td>Dinosaur to Digital</td> </tr> </table>	So You Need a New Website?	Using Video to Grow Revenue	Dinosaur to Digital
So You Need a New Website?	Using Video to Grow Revenue	Dinosaur to Digital		
11:00 AM - Noon <i>Session #5</i>	<table border="1"> <tr> <td>Social Media Shuffle</td> <td>Names, Names, Names: Lead Generation for Dummies</td> <td>Get Your SEO Groove On</td> </tr> </table>	Social Media Shuffle	Names, Names, Names: Lead Generation for Dummies	Get Your SEO Groove On
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Noon - 1:30 PM	Lunch: Q&A Mania with your host, Carl B. Landau			
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1:30 PM - 2:45 PM <i>Session #6</i>	<table border="1"> <tr> <td>Digital Edition Landscape</td> <td>The Evolution of Your Sales Team</td> <td>Great Email – Not an Oxymoron!</td> </tr> </table>	Digital Edition Landscape	The Evolution of Your Sales Team	Great Email – Not an Oxymoron!
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3:15 PM - 4:30 PM	Lift Off!, Conference Roundup			